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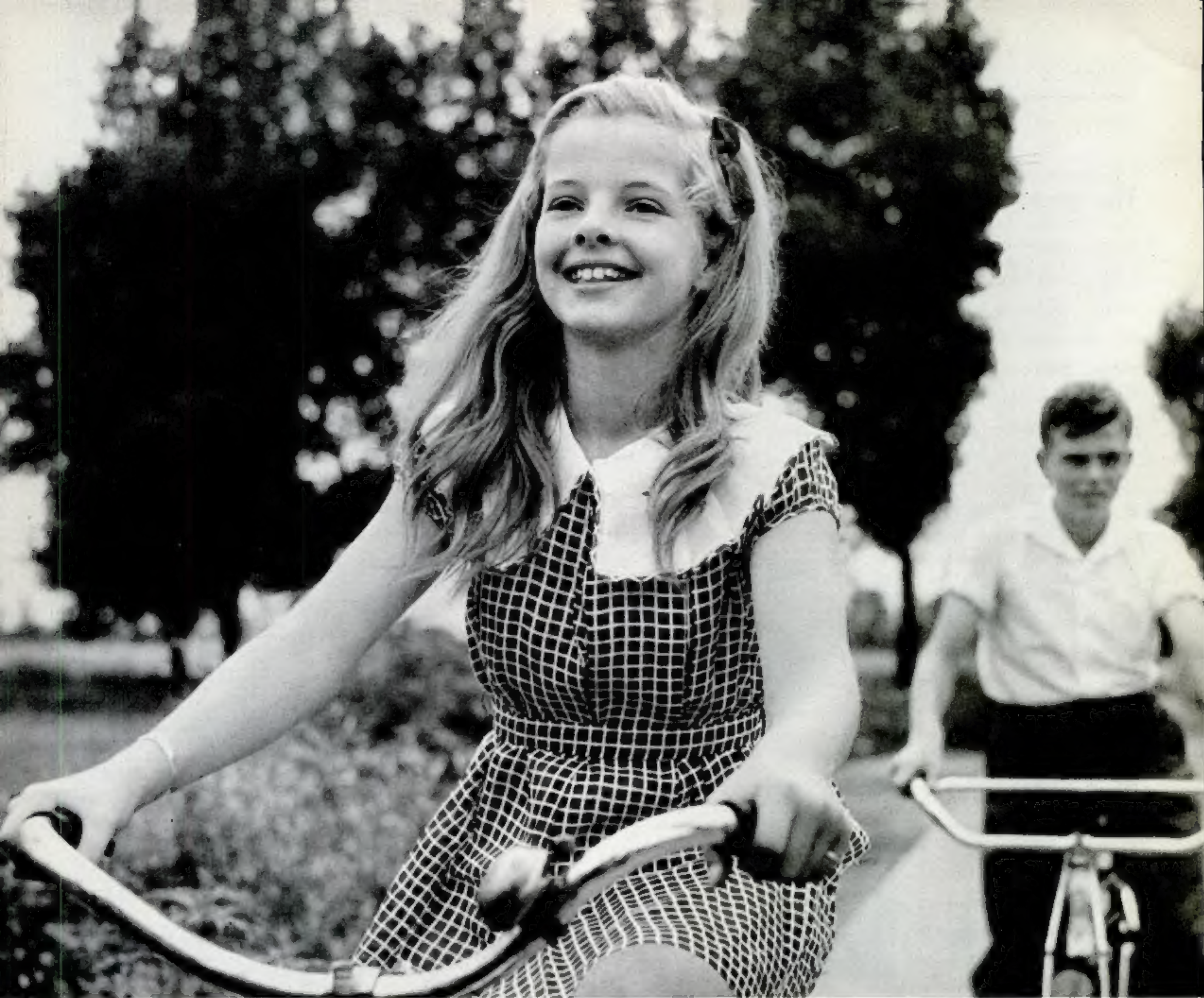


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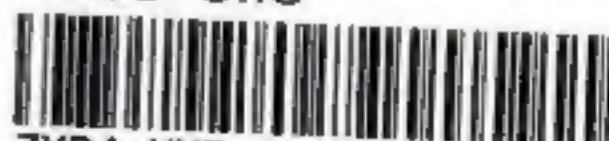
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This One



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The great du Pont family 100

In 12 pages of pictures LIFE gives an intimate view of a family great in America—the du Ponts, whose gunpowder works has become biggest of all chemical companies.



FOUR IRÉNÉE DU PONT

A new Greek art lover 52

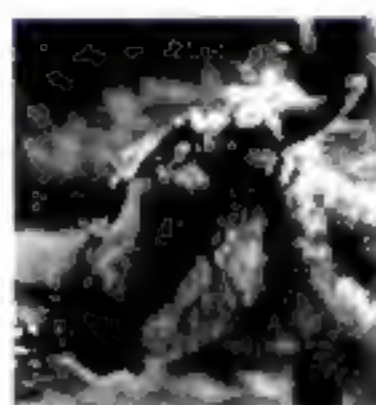
As the world's art markets enjoy the greatest boom in history, a Greek ship-owner named Goulandris pays a record-breaking \$297,000 for a Gauguin.



GOULANDRIS BIDDING

Photos introduce a poet 60

A color portfolio and a fine translation introduce Americans to a celebrated donkey, Platero, and his creator, Poet Juan Ramón Jiménez.



PLATERO

A master spy unmasked 18

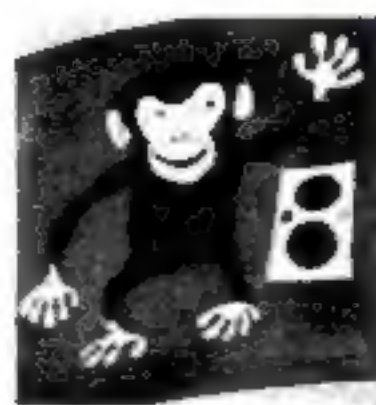
A nondescript painter in a tumble-down Brooklyn studio is unmasked as Colonel Rudolf Ivanovich Abel, topmost Red agent ever caught in U.S.



COLONEL ABEL

The tape revolution 74

In one decade magnetic tape has revolutionized recording, is revolutionizing TV and will produce even greater changes in business and your home.



TAPING BRAIN WAVES

COVER

Irénée du Pont, 80, sits beneath a portrait of his great-grandfather Eleuthère Irénée du Pont de Nemours, with his only son, Irénée Jr., 37, and Irénée Jr.'s 9-year-old son, Irénée (see pp. 100-111).

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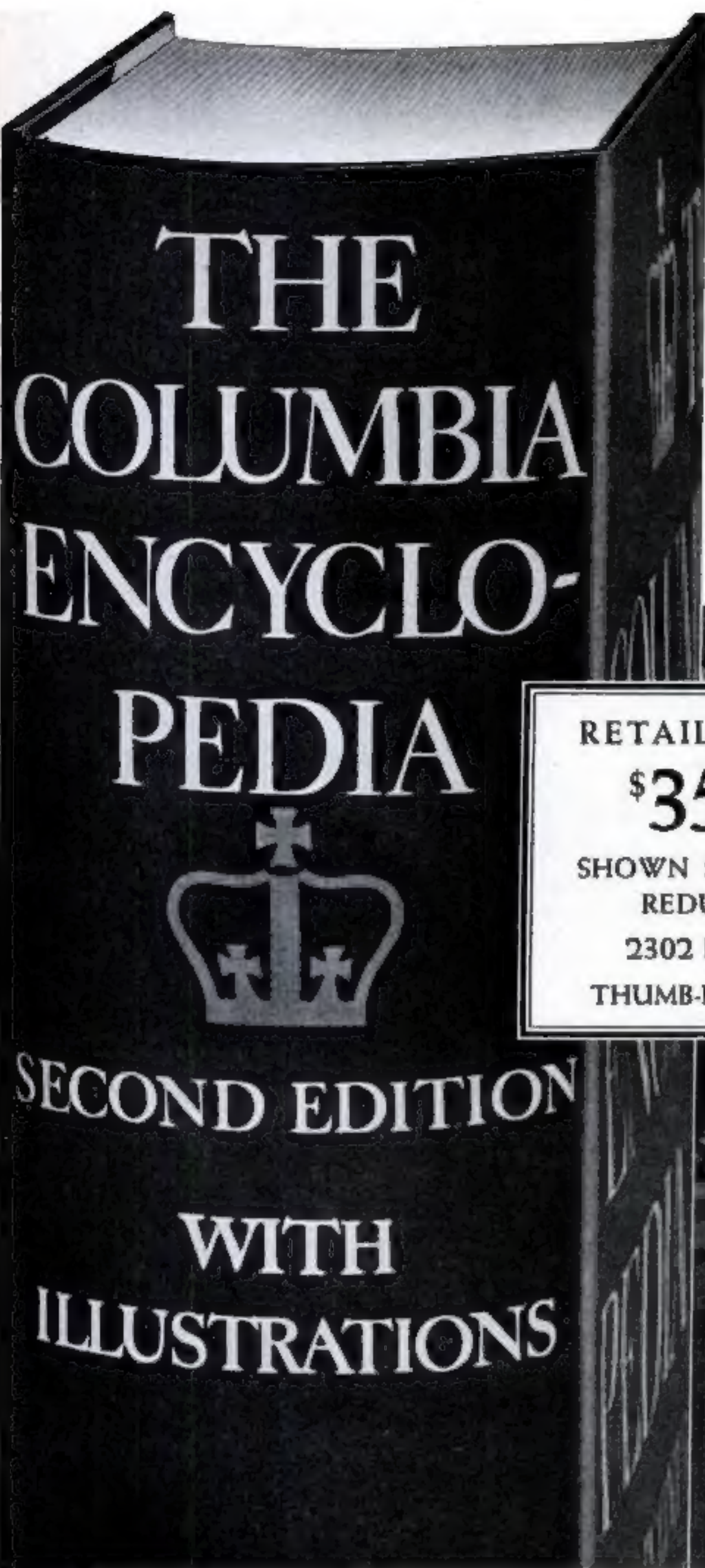
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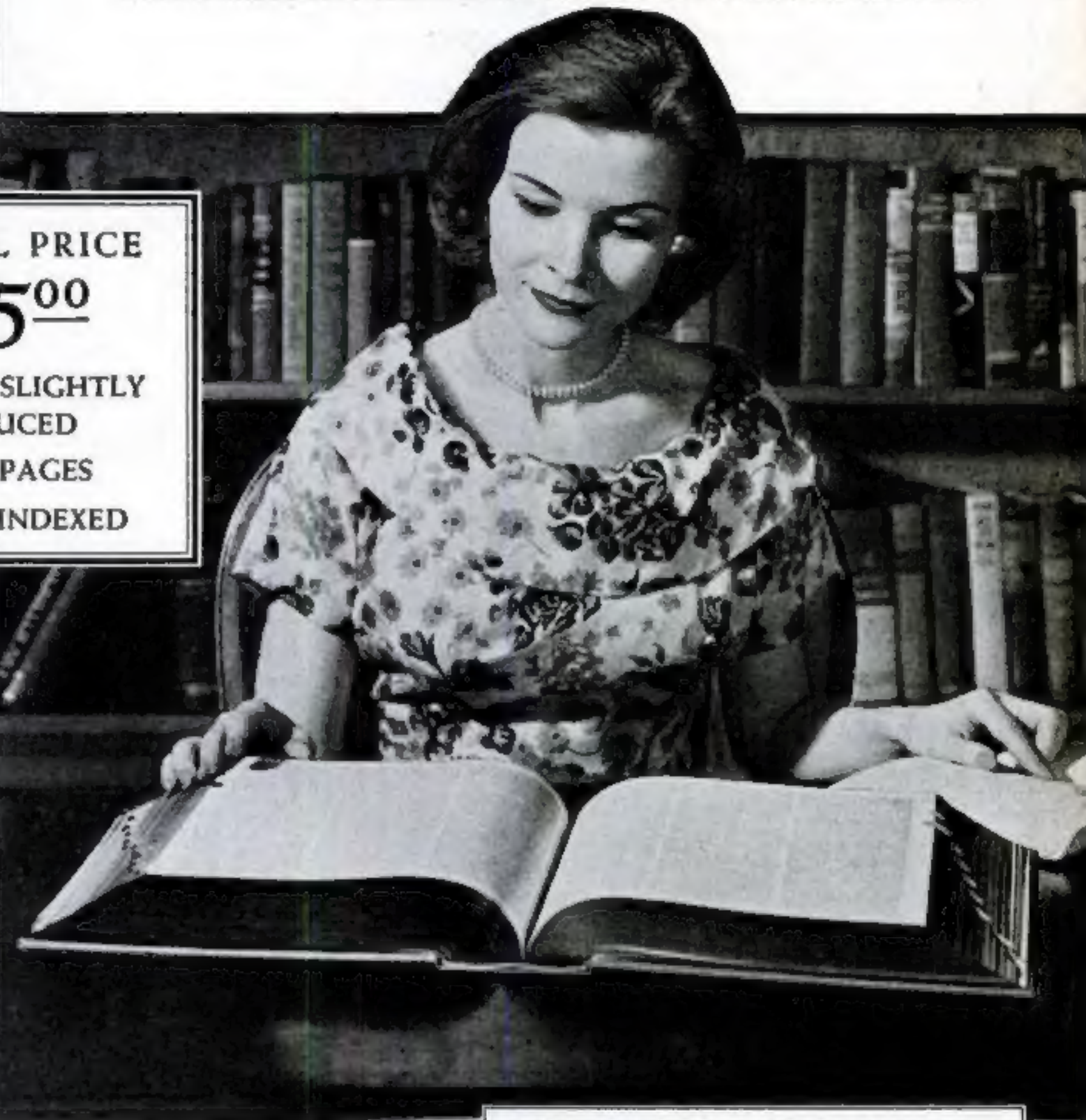
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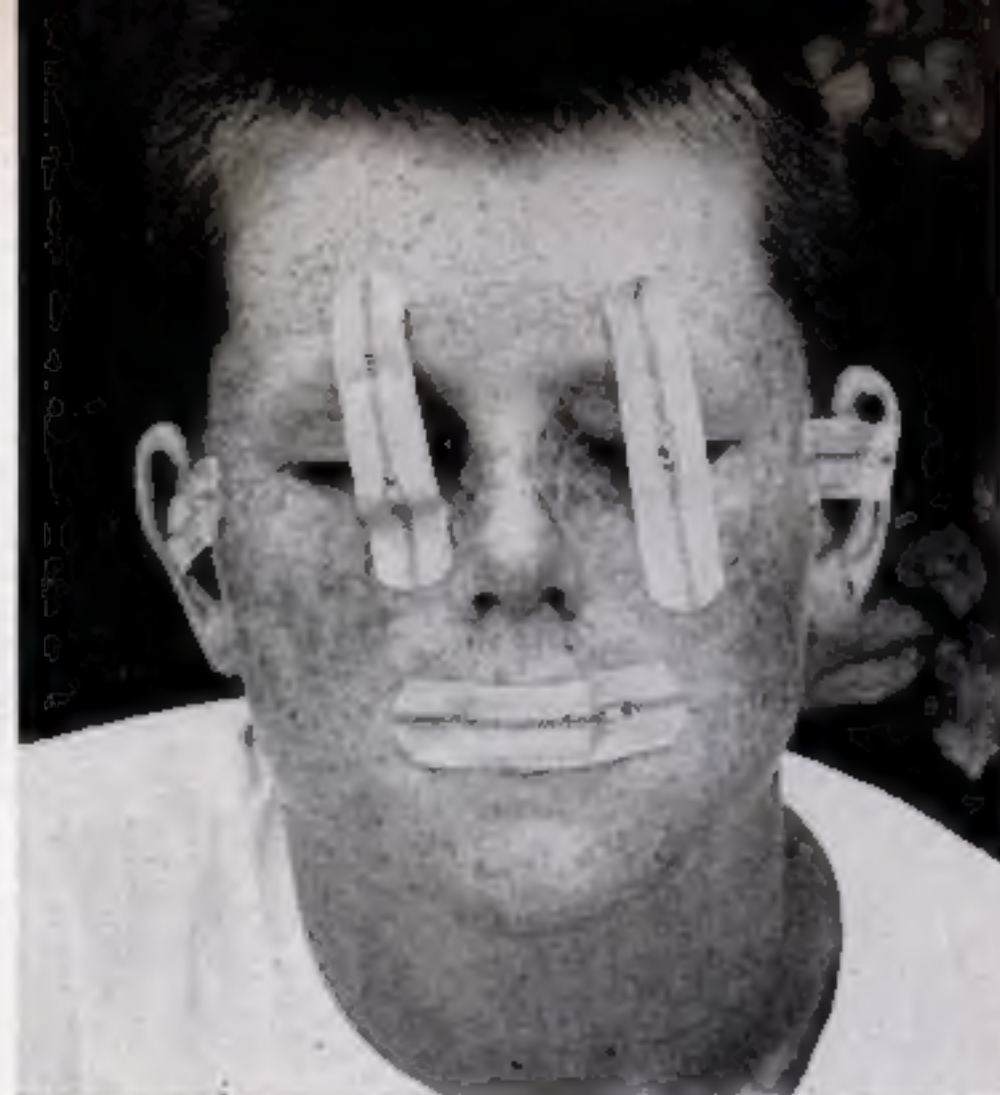
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Patches As a Plaything

The sale of stick-on bandages has shot up this summer at a rate far in excess of the minor wounds they are designed to protect. The pictures on these pages show why. To promote sales, bandage manufacturers turned bandages from eyesores into decorations—making them in bright colors, printing images on them and cutting them in pretty shapes. These have so captivated children that bandages have been moved from the medicine cabinet to play yards where they have given a new look to games.

When the neighborhood children encamped recently in his Yonkers, N.Y. backyard, Photographer Guy Gillette pictured the ways in which charade-playing children symbolized old sayings and song titles by using their sticky symbols. By the end of the game they had used up 150 bandages. There were no injuries to treat when the game began but by the time it was over one boy had pulled skin off the back of his neck in removing a bandage and another suffered a painful loss of eyebrow hair.



SPEAK NO EVIL

SEE NO EVIL, HEAR NO EVIL

Taped up with strip bandages carrying zipper design, Guy Gillette, 11, puts across old Oriental saying.



I'VE GOT MY EYES ON YOU

Eyes imprinted on the back of strip bandages and plastered to her knees stare off in several directions

as Geraldine Gattoline, 14, enacts title of the song which the other players took a long time to guess.



LYNN FABRY, 2, SUBMITS RELUCTANTLY WHILE



MY FUNNY VALENTINE

The comic of the party, Drew Evans, 13, pantomimes to emphasize middle word of the song title.



I'M LOOKING OVER A FOUR LEAF CLOVER

The old song was easy to guess when Guy plastered bandages cut in the shape of clovers on his cheeks.



CHILDREN DECORATE HER WITH SMALL PATCHES



LOOK, I'M ENGAGED

Donna Fabry, 14, closes her eyes and swoons with ring finger held up to act out romantic statement.



CORNY PLASTERS FOR CORNY TOES

Getting away from their romantic ideas, Geraldine Gattoline (top) and Donna Fabry plastered their

feet with patch-type bandages to suggest foot condition for which bandages could serve practical use.

Why Sumner, Washington, is glad Mike Pasquier's dad helped him go to college

KIDS can ask the darnedest questions — and come up with the craziest ideas. But sometimes their questions make sense, their ideas trigger a company's growth. At least it happened in the case of Mike Pasquier of Sumner, Washington.

But when he first talked to his dad about his ideas, they never thought Mike would wind up running a company that sells bus floor boards by the carload to General Motors.

From GM Ducks to GM Buses

YOUNG Mike's question was, "Why isn't plywood waterproof?" And—working years later with two other men—he helped develop one of the first processes for waterproofing plywood. But Mike never would have had a hand in this development if his dad hadn't helped him through college—which meant a lot of sacrifice for Emmanuel Pasquier.

So Mike became a chemical engineer and got his first job in the plywood industry. He holed up with a couple of other wood experts in the company laboratory for two years. They came up with a method for making waterproof plywood.

A lot of people say that, and similar developments, made the industry. In fact, plywood sales have gone from three hundred million square feet to six billion square feet a year since Mike's boyhood dream came true.

One of the first big uses for waterproof plywood was in "ducks"—the amphibious boats used by our Armed Forces during the war. The company Mike was working for at that time made the plywood for the "ducks"—the company he owns today cut it to shape—and General Motors built them by the fleet.

Ten years later Mike—with his brother Charles—bought the struggling Willard V.

Young Company in Sumner, Washington.

At that time the Young Company had a contract with GMC Truck & Coach Division of General Motors, fabricating plywood floors for buses. Mike's first job was to head for Pontiac, Michigan, and make a sales call on GMC. Result: continuing orders for floor boards.

From GM Floor Boards to 500 Uses

MIKE soon added to the General Motors business with sales to other firms. And his dad, one of the expert designers of tools and dies for plywood cutting, was in there to help as was brother Charles, a top hand in plywood production. They were on their way.

Today Mike's company builds plywood parts for freight cars, do-it-yourself kits, awning stands, juke boxes—over 500 different items for 75 different customers.



FATHER AND SONS—Emmanuel Pasquier is master machinist in company owned by his sons, Mike (left) and Charles (right). He sacrificed to send Mike to college—where Mike became a chemical engineer, later helped develop a process to make waterproof plywood.



FLOOR BOARDS BY THE BUNCH for GMC buses are turned out year round by workmen using special jigs and cutting tools developed by Emmanuel Pasquier. Plant has doubled in size in past five years, present plans call for plant to soon double in size again.



SUPPLIER'S SUPPLIER—General Motors supplier, Willard V. Young Company, buys plywood from about 40 mills, including Puget Sound Plywood Company. Here, Puget's John Martinson and Young's Mike Pasquier talk over bonding used in producing waterproof plywood.



MAJESTIC MOUNT RAINIER looks down on Sumner, Washington, home of Willard V. Young Company—which supplies bus floor boards to GM. Company owners, Mike and Charles Pasquier, plan new plant for prosperous Sumner with Mayor Ronald Gosselin (center).

BUT MORE important to Mike—the Pasquier brothers can now expand beyond plywood cutting to fabrication of other forest products and are opening up a new fabricating plant.

What happened in Sumner has happened in hundreds of towns and cities all over the United States. Local manufacturers have found that, if they meet delivery dates with quality products General Motors needs, at competitive prices, General Motors is interested in doing business with them. New business has flowed into their communities—and as a result, these communities in every state in the Union share in General Motors' success.

How much they share is shown by the fact that outside suppliers of materials and services receive, in total, close to 50¢ of every dollar General Motors takes in from the sale of its products.

Small Business and General Motors

A Growing Relationship

Most of the business firms supplying General Motors with goods and services are small businesses with less than 500 employees. The number of firms supplying GM has been growing steadily—from 12,000 just before World War II to 19,000 during the war, to 26,000 today.



WOODWORKING WONDERS of Sumner's eighth grade make furniture, often using plywood donated to school by GM supplier, Willard V. Young Company. Boys get technical advice and assistance from firm's master craftsmen.

GENERAL MOTORS—Good People to Work For—Good People to Deal With

New Liquid Cleans Dentures

in 2 to 5 minutes!



Dr. West's Denture Cleanser mixes instantly... Gives results unmatched by powders, pastes, scourers and bleaches!

Men and women everywhere are discovering this brand-new way to keep dentures and removable bridges immaculately clean.

Unlike powders that must be stirred and dissolved . . . unlike tooth pastes that must be brushed into a lather . . . unlike scouring cleansers and bleaches that shorten denture life—Dr. West's **INSTA-CLEAN®** Brand Denture Cleanser goes to work immediately! You get radiantly clean dentures in just 2 to 5 minutes when used daily. No overnight soaking needed now!

Deep-Penetrating Cleaning Power

Dr. West's cleans so efficiently because the liquid penetrates so deeply into crevices, ridges, and other surfaces. Sticky film, odor-causing bacteria, tobacco stain, tartar-forming substance are quickly converted into easily re-

moved liquefied substance that rinses off completely.

Removable bridge clasps MUST be kept clean!

Otherwise, decay of natural teeth may occur inside the clasp where decay-causing bacteria become imbedded. Dr. West's **INSTA-CLEAN®** liquid with its penetrating, deep-cleaning action tends to rid clasps of decay-causing bacteria. Just a 2 to 5 minute soaking, a gentle brushing and a plain water rinse does it!

Longer Life for Dentures and Bridges

Dr. West's contains no abrasives. Cannot scratch the smoothest surfaces. Try this wonderful ruby-clear liquid that "cleans with a breath of mint". Guaranteed by Dr. West's. Money back if not delighted. Month's supply—only 69¢ at your favorite drug counter. Weco Products Company, Chicago 6, Ill.

**DR. WEST'S INSTA-CLEAN
DENTURE CLEANSER**

*INSTA-CLEAN is the trademark of Weco Products Company

LETTERS TO THE EDITORS

BEAUTY IN A BRUTAL ART

Sirs:

"Beauty in a Brutal Art" (LIFE, July 29) is the best pictorial story you've ever run. The issue slid out of the mailbox and flipped open to the big two-page spread. I stood there amazed. Photographer Haas is a genius. Likes and dislikes concerning bullfighting must be discarded. No one can deny this is art. The pages seem to plunge you right into the symphony of color and motion.

JOHN SUNIER

Iowa City, Iowa

Sirs:

Thank goodness Mr. Ernst Haas was "great" enough to blur and thus partially obliterate the nauseating pictures of bullfighting in Spain.

OLIVE KENNEDY LAB

Bozeman, Mont.

Sirs:

And what if the bull wins over the matador? Is he permitted—as he sportingly should be—to spend the rest of his days in well-earned retirement?

DORIAN MANIS

New York, N.Y.

● Another matador is sent in to play the bull. But in 1936 in Barcelona, Spain, a huge bull named Cevilon charged so straight and was so brave and noble that his life was spared. Also spared death in the ring—but disgraced—are bulls who are too timid to fight, like the flower-loving Ferdinand (below).—ED.



FERDINAND IN THE RING

Sirs:

LIFE's caption for the picture at the top of page 63 says "a matador leads the animal with a *veronica*." Actually this is a "natural" (left-hand) pass in which the matador uses a muleta, the red cloth used with the sword. In the *veronica* the matador uses the capote, a large cape which is magenta on one side and yellow on the other.

JIM FENCE

Chula Vista, Calif.

● LIFE's picture was of a natural pass, not a *veronica*.—ED

EDITORIAL

Sirs:

Your editorial ("The Right to Vote," LIFE, July 29) must have been dictated by Star Chamber Brownell.

W. W. DOAB

Georgetown, S.C.

Sirs:

My compliments on your fine and enlightening editorial. I cannot praise it enough.

SYLVIA GAROFALO

Boston, Mass.

PROFESSION OF SITTING

Sirs:

The article on sitters ("The Profession of Sitting," LIFE, July 29) was a well-deserved tribute to a much misjudged person: the teen-aged girl

who despite an occasional lark proves herself to be a responsible citizen.

MRS. JEANNE BAIN

Toronto, Ont., Canada

Sirs:

Most parents can afford to go out, but they can't afford to pay the messy 50 cents an hour we charge. After all, it's no picnic to care for a bunch of sleepless, screaming brats!

LYNDA ACKERLY

Freeport, N.Y.

Sirs:

Your article indicates that spanking a child for doing wrong is much against the parents' will. But if the child will not obey a command such as going to bed, what other solution is there? You can no doubt yell at the child but when the parents find out they run to the neighbors and say "and so-and-so actually yelled at my little angel," thus ending a brilliant career in baby-sitting.

FREDERICK LOWTHER

Pleasantville, N.Y.

● A well-tested method is to play an extra game or read an extra story on the promise that the child will then go to bed.—ED.

Sirs:

On page 81 you mention a *Handy Guide for Parents and Babysitters*.

How may I acquire a copy?

JANET SCHWAB

Mokena, Ill.

● Send 25¢ to Child Study Association of America, 132 E. 74th St., New York 21, N.Y.—ED.

Sirs:

I am often skeptical of the free-wheeling mathematics used by the newsmen of today, often about subjects in which no accurate statistics are possible. You state that well over a billion dollars will go for baby-sitting fees this year in the United States. There simply is no possible way you could arrive at an approximation of the money spent!

WILLIAM E. MARSH

Oklahoma City, Okla.

● Forty-eight per cent of the 7.9 million girls and 23% of the 7.9 million boys in the U.S. between the ages of 13 and 18 baby-sit. They average 62 cents an hour and sit an average 5 1/4 hours a week. This means an annual \$674 million to the girls, \$319 million to the boys, a

CONTINUED

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How to cut down family shoe bills

LEFT and RIGHT—



NEW CROWN NEOLITE SOLES

help shoes look better...walk better...wear better!



America is making them a family affair!

You'll find New Crown NEOLITE Soles on well-known brands of shoes for the whole family. So be sure you get the most for your money. On new shoes . . . or shoe repairs . . . insist on genuine NEOLITE Soles and Heels.

Give double the wear in every pair

What a way to bolster your budget! You'll find New Crown NEOLITE is a miracle material that wears at least twice as long as ordinary soling materials. And NEOLITE not only saves you money, but it helps keep your feet dry. You get longer-lasting good looks and comfort, too. That's because New Crown NEOLITE is damp-proof and wonderfully flexible.

Step on it! **NEOLITE
SOLES**

MADE ONLY BY **GOOD YEAR**

NEOLITE, AN ELASTOMER-BASED RUBBER, U. S. PAT. 2,418,000—THE GOODYEAR TIRE & RUBBER COMPANY, Akron, Ohio



No car out-comforts the new kind of Ford

What we mean by "comfort" goes deeper than just softness of seats and smoothness of ride.

Comfort, for instance, is *ease* of entry or exit. Ford's big doors open extra wide and provide door checks to hold them open in not just one—but two positions. Ford's rear doors have special spring assists to help you open or close

them. It's upon the little features of craftsmanship such as these that many expensive cars base much of their reputation for comfort.

Then, once behind the wheel, you'll find something extra special in seating comfort. Ford seats are scientifically contoured over non-sag springs. They not only *make* you comfortable,

but also, *keep* you comfortable the whole trip.

Comfort is *quiet*, too. So Ford offers you more sound-insulation—much more—than any competitive car. And since comfort also depends on the air you breathe, Ford's ventilation system is located directly in front of the windshield and far from other cars' exhausts.



Beyond the new Inner Ford is why!

Now, let's get down to *ride and handling*. That is where the "Inner Ford" really stars. Ford's Ball-Joint Front Suspension is *swept back*, so that it can "roll with the punch" of bumps. Ford's Automatic, Variable-Rate rear springs automatically and constantly adjust your ride to changing road conditions. Then, of course, Ford's new, heavier frame sweeps down as it bows out to cradle you lower, inside the frame rails. All of this pays off in a road-hugging

ride with the easy handling that goes with it.

Comfort is also the way things *stay* like new. Ford's V-8 engine is a good example of that. It's electronically balanced, running under *its own* power, an exclusive feature with Ford which helps keep it delivering cream-smooth power. *There are literally hundreds of things an Action Test at your Ford dealer can show you . . . things that make it foolish to pay more than the low Ford price.*

FORD

gives you the fine car feeling
at half the fine car price

LETTERS TO THE EDITORS CONTINUED

total of \$993 million. This does not count what older baby sitters take in. LIFE's sources were the Youth Research Institute of New York, and the U.S. Department of Health, Education and Welfare.—ED.

SUPERSONIC VIEW OF U.S.

Sirs:

Thanks for allowing us in on that record-breaking flight with Major John H. Glenn Jr. ("Supersonic View of U.S.," LIFE, July 29).

After nearly 20 years of aerial photographic experience, both as a pilot and photographer, I still got a tremendous thrill out of the ride made possible by your vivid portrayal.

CWO WALTER LEE HUBER, USMC
U.S. Marine Corps Air Station
Cherry Point, N.C.

Sirs:

LIFE showed the plane's shadow as it passed over the Belt Parkway in Brooklyn. The bridge shown is actually the East 12th Street and not the Coney Island Avenue crossover—which is two blocks west of this bridge.

RICHARD FRIEDMAN
Brooklyn, N.Y.

IMPERIAL PAGODA

Sirs:

The museum piece ("An Imperial Pagoda," LIFE, July 29) shows 10 tiny bell-hung levels, for 80 bells all told (told). But LIFE says it has only 72 bells. Which got lost, some bells or your observer?

RALPH CONNER SR.
Brooklyn, N.Y.

● Eight bells of the original 80 have been lost.—ED.

DJILAS ON COMMUNISM

Sirs:

Ex-Communist Djilas ("A Communist Strikes at Heart of Communism," LIFE, July 29) has clearly shown the Communistic myth of collective ownership by the "people" to be a physical impossibility, a veil behind which power-craving maniacs, whether self-recognizing or not, disguise their real intentions.

LORNE H. WARD
Azusa, Calif.

Sirs:

We are all very grateful when Communism is opposed or exposed, but I

can't share Mr. Crankshaw's enthusiasm for Mr. Djilas' book, *The New Class*. Mr. Djilas blames Lenin for perverting Marx and asserts "Marx's ideas are applicable in some situations" horrors!

Mr. Djilas states: "The revolution must transform itself into democracy and socialism." He can't see that his "ideal" socialism must fail too, because capable citizens won't work long to support incapable or indolent citizens just to maintain socialism

L. P. TEAS
Santa Barbara, Calif.

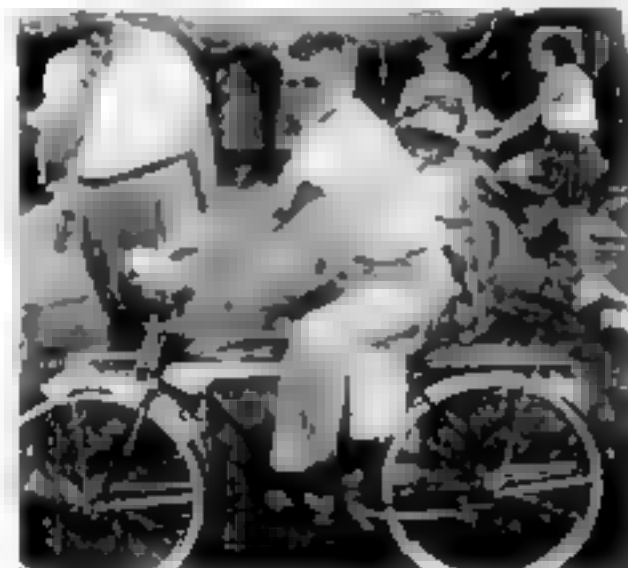
HOT DOG ORGY

Sirs:

All LIFE said about the winner of the hot dog contest ("Hot Dog Orgy's Woolly Result," LIFE, July 29) was that he was "a 12-year-old Danville boy who was still going strong after 17 franks."

Now how is my friend Jim Taggart ever going to make his grandchildren believe he was the winner from your story?

M. C. MCGOWAN
Danville, Ill.



● Here is Jim and the bike he won as a prize.—ED.

Sirs:

I suggest that the mayor of Danville, Ill. be impeached, and that the American Medical Association severely censure the local chapter of doctors there for permitting the hot dog eating contest.

JAMES D. DOVE
Principal

Joseph Stockton School
Chicago, Ill.

Sirs:

Your story thrilled everyone at Tee-Pak, but left us in a state of confusion. To our customers and employees we were tossed into a period of explaining we are not in the "skinless frankfurter" business. Oppositely, we make the skins or casings in which the meat for the hot dog is stuffed. The skin is peeled after cooking for the "skinless frankfurter."

SEYMOUR OPPENHEIMER
President

Tee-Pak, Inc.
Chicago, Ill.

STRIP TEASE

Sirs:

Allan Grant's pictures of the admirable Cyd Charisse ("Ideological Strip Tease," LIFE, July 29) have left us, after the passing of the initial spell, with an argument: on page 92 is she or is she not wearing a garment?

JAMES R. THOMPSON
Chapel Hill, N.C.

● Miss Charisse stripped down to a leotard.—ED.



back to school...but they didn't outgrow their

Fruit of the Loom S-t-r-e-t-c-h Socks

GUARANTEED! Your children will not outgrow Fruit of the Loom S-t-r-e-t-c-h Socks from one semester to the next! And remember, they're guaranteed to give complete satisfaction under the famous Fruit of the Loom Seal! Mothers, s-t-r-e-t-c-h your budget with longer-wearing Fruit of the Loom S-t-r-e-t-c-h Socks. At F. W. Woolworth, and department and variety stores in your community.

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Adrienne half-round or professional, or Stag club style. Firm, long-lasting nylon bristles. \$1.00 Value
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This smart decanter contains the new liquid sweetener for beverages, cereals and for cooking. No sugar, yet your taste can't tell it from sugar! 4-oz.
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Aspirin acts fast; phenacetin prolongs the relief; caffeine boosts the action of the other ingredients. 200 Reg. \$1.29
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7-oz. Spray it on, rub briskly—no waste, no muss. It's relaxing and soothing. Antiseptic and deodorant.
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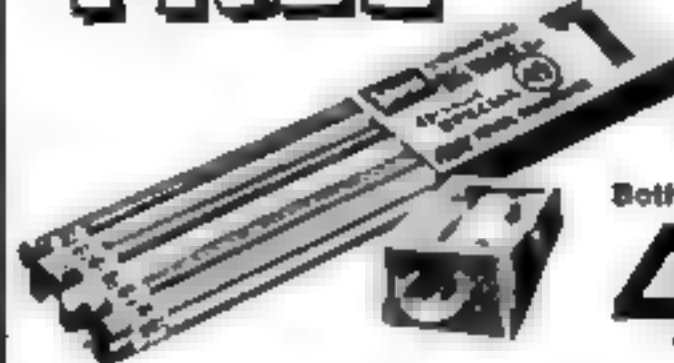
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\$1.39
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Keep these pleasant tasting tablets handy—they're a quick, easy way to get famous Bisma-Rex relief. The antacids in the Mates' formula act fast and work in a "relay"—each antacid dissolves at a different rate to prolong alkalizing action and relief for hours. Bottle of 75 tablets.
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REXALL COTTON BALLS, 65, reg. 39¢ 29¢

NEW! Antibiotic Acne Treatment REXALL ACNOTHRICIN

Hides skin blemishes as it 1 1/2-oz. speeds healing and guards against spread of infection! **98¢**

REXALL WITCH HAZEL, Pint 63¢
REXALL CALAMINE LOTION, 4-oz. 35¢
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REXALL ZINC OXIDE OINTMENT, 1-oz. 33¢
REXALL HYDROGEN PEROXIDE, 3%, 4-oz. 18¢
REXALL ESSENCE PEPPERMINT, 1-oz. 49¢
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REXALL THERMODEX TABLETS supply salt and dextrose; help prevent heat cramps, 100, 49¢
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STAG "GENTLEMEN'S BOX" STATIONERY, Large sheets of white vellum; envelopes, \$1.29



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Combines calamine, anti-histamine, benzocaine. 8-oz. **78¢**

REXALL HISTACALMA CREAM, 1 1/2-oz., 95¢

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ENVELOPES, 6 1/2" return address, air mail or commercial Big cello-pack, reg. 10¢, 3 for 27¢
REXALL REEL-ROLL COTTON in box with handy cutting edge, 3-oz., reg. 69¢, now 59¢
MONREALE OLIVE OIL, finest quality, imported from Spain, 6-oz. bottle, reg. 62¢, 49¢
PLAYING CARDS, Cascade, Bridge, poker or pinocle. Each deck, a 55¢ value, now 53¢
MEN'S ARYLE STRETCH SOCKS, cotton-nylon blend for extra strength and comfort. Fit sizes 10-13. Color choice. Pair, reg. 85¢, 2 for \$1.49

PAPER OR ENVELOPES "Big Value" brand, Pack of white-wave paper, or 6 1/2" commercial envs. 39¢ value **33¢**

PERMANENTS Cara Nome "FAST". Save 1/2! Gentle, Regular, Super, or Pin Curl. Or choose Little Girls'. Reg. \$1.50, now **2 for \$1.50**

BOBBY PINS Helen Cornell. Choose black or bronze. Card of 72 Rubber Tipped or 90 Regular style, reg. 25¢, now 19¢ or **2 for 35¢**

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FACIAL TISSUES Rexall Luxury Tissues are soft, yet strong. Choice of white or popular pastels. 2 boxes of 500, reg. 79¢ **63¢**

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NEW! REXALL DE LUXE TOOTHBRUSHES

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EACH
69¢



Save 35¢ STAG AEROSOL SHAVE CREAM & STAG AFTER SHAVE LOTION



STAG AEROSOL SHAVE CREAM's instant lather sets up whiskers for clean, smooth shaves. STAG AFTER SHAVE LOTION — with a special tang that's fresh as all outdoors. Stag adds a bracing touch to good grooming.

Both Reg. \$1.54 **\$1.19**

Breathe Easier, Fast REXALL OXY-BIOTIC A.H. NASAL SPRAY

For colds, hay fever and nasal congestion! Antibiotic, with antihistamine — for swift, effective relief. Pocket atomizer contains more than 200 applications.



\$1.19

Nasal Congestion? DEFENDER NOSE AND THROAT ATOMIZER

Takes both heavy and light oils, plus aqueous and alcoholic solutions. Twin-tube style. **\$1.49**
Reg. \$1.79, save 30¢ at...



11 Vitamins, 12 Minerals with Liver Concentrate and Vitamin B₁₂ REXALL SUPER PLENAMINS

America's largest selling vitamin and mineral product! One daily tablet gives you more than your minimum requirement of all vitamins with known minimums — plus B₁₂, folic acid and true liver concentrate — and 12 important minerals including iron. 144, \$7.95; 72 ... \$4.79
REXALL SUPER PLENAMINS, JR. for children 6 to 12. Multi-vitamins with B₁₂, iron and liver. Bottle of 144 tablets, \$5.49; 72, \$3.29; 36, only ... \$1.79

Bottle of 36
\$2.59

CARA NOME BEAUTY BUYS



Save 85¢ CARA NOME LIPSTICK AND FACE POWDER



Exquisitely fine Cara Nome Radiance Powder plus a Cara Nome Permacreme Lipstick. Choice of shades.

Both, reg. \$2.35 **\$1.50**

1/2 Price! CARA NOME DEODORANT CREAM



2-oz. **50¢**
Reg. \$1.00

Special ingredient stops perspiration, keeps underarms dry for hours. Dainty fragrance.



Save 31¢ CARA NOME MAKE-UP STICK

Non-drying, non-greasy. It's a complete make-up — powder and base, in one! Choice of 4 shades. Reg. \$1.50 **\$1.19**



FREE Cara Nome Peroxide WHEN YOU BUY CARA NOME COLOR SHAMPOO

Both, reg. \$1.80 **\$1.25**
Takes minutes, lasts for months! Looks color-true as nature's own. 15 shades.

CARA NOME 'RADIANCE' COMPRESSED POWDER

In pretty pink plastic case. Won't "cake" or streak. Choice of six radiant shades. Only **\$1.25**



Sets Pin Curls to Stay CARA NOME FAST SET

Delicately fragrant hair spray conditions with lanolin, leaves hair soft, lustrous.

CARA NOME FACE CREAMS are pure, mild, safe for even most sensitive skins. Choose Cold Cream, Cleansing Cream or Special Dry Skin Cleansing Cream. 3-oz. jar, each, \$1.25
CARA NOME LIQUID LANOLIN COMPOUND for skin and hair. Save 31¢! 4-oz., reg. \$1.50, \$1.19



11-oz. can **\$1.89**



Be wise, be safe — VACCINATE
ASK YOUR DOCTOR



Prescriptions and drugs are my most important job — look for me at the orange and blue sign.

This advertisement is run on behalf of 10,000 independent druggists who recommend and feature products of the Rexall Drug Company. These suggested retail prices are effective through September 30, 1957 and are subject to Federal Excise Tax where applicable. Right reserved to limit quantities. Rexall Drug Company, Los Angeles 54, California.

Rexall

YOU CAN DEPEND ON ANY DRUG PRODUCT THAT BEARS THE NAME REXALL

LIFE

Vol. 43, No. 8 Aug. 18, 1957



OUTSIDE HIS WINDOW on fifth floor of 252 Fulton Street, Brooklyn (above), Abel looked out this

radio receiver antenna across adjoining roof. From a room, left, he could see U.S. courthouse (to right).

INSIDE HIS STUDIO Abel hung portraits and scenes in parlour to keep up role as artist. Amid paints,





brushes, papers are photographic floodlights (right) and his empty easel (center), suits hanging on door.



HIS FACE STERN AND COMPOSED, ABEL IS TAKEN TO FEDERAL DETENTION IN NEW YORK FROM TEXAS

THE RISE AND THE RUIN OF A SUCCESSFUL SPY

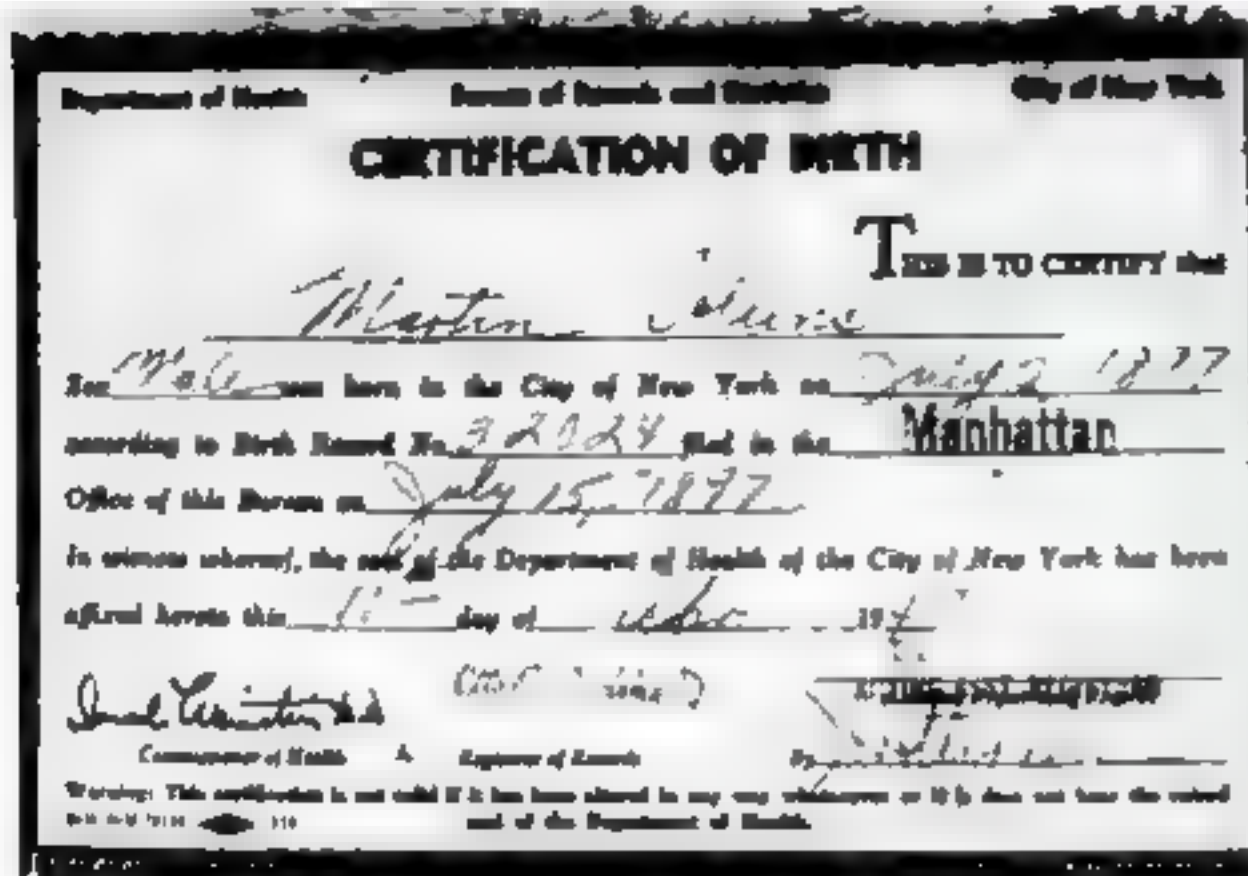
For nine years Colonel Rudolf Ivanovich Abel of the Soviet security service, who sometimes called himself Emil R. Goldfus and sometimes Martin Collins, enjoyed a comfortable knowledge. He knew how to live safely in the U.S. while conducting what his prosecutor has now learned to call "the most intricate and elaborate" spy apparatus ever uncovered.

Colonel Abel entered the U.S. from Montreal, Canada in 1948 under a phony European passport. Retiring and scholarly, able to speak cultivated English (as well as French, German and Russian), he vanished handily into the shabby surroundings he selected. He lodged in inexpensive hotels. He set himself up as a

ne'er-do-well artist in Brooklyn only a short distance from a federal courthouse. He made friends with the neighbors. Behind this contrived cover Abel felt free to employ all the melodramatic flummery of his trade. He strung up short-wave radio antennas, set up apparatus to microfilm records, studied cryptography, fashioned some strange containers for his messages (see following pages).

Last week the colonel was brought to book. He was arrested, indicted and arraigned in a New York court on charges that could mean his execution. He was undone at least partly because a trusted lieutenant of five years had defected to the West and had informed on him.

BASIC EQUIPMENT FOR BUSINESS OF ESPIONAGE



SPY'S TOOLS are among the booty assembled by FBI officers. His birth certificate (left), one of two,

Federal Bureau of Investigation, U. S. Dept. of Justice



was issued or forged in New York. Pencils were hollowed out as containers (center, bottom). Part of a

cryptographic message, called "frequency suppression" type by cryptanalysts, is reproduced at right.

WIDELY SCATTERED POINTS FOR THE AGENTS' RENDEZVOUS



CENTRAL PARK, near famous Tavern on the Green restaurant, was selected as a rendezvous where Colonel Hayhanen left his first signal in October of 1952.



FORT TRYON PARK, site of Cloisters (background) in upper Manhattan, was selected in November 1952 as "drop" point for message from Colonel Hayhanen.



NEWARK, N.J. STATION of the Pennsylvania Railroad was one contact point at times and for purposes which the prosecutor is holding secret until the trial.



SALIDA, COLO., a mountain resort town of about 5,000, became an out-of-the-way destination for Hayhanen at end of 1954 when Abel sent him on an errand

INCONSPICUOUS PLACES FOR A SPY TO STAY



SPY'S HOMES were modest hotels. He stayed in New York at (from left) Embassy on Broadway



most of 1956; Benjamin Franklin on West 77th Street late 1956 and early 1957; Plaza, Daytona



Beach, Fla. in May 1957; Latham, East 28th Street, N.Y., after return from Florida until arrest June 21.

THE TRICKS OF A PERILOUS TRADE AS PRACTICED BY A PROFESSIONAL

The evidence thus far revealed indicates that Colonel Abel went his inconspicuous way with magnificent aplomb. By one means and another he provided himself with the identities of two other persons. He carried the birth certificates of one Martin Collins, born on July 2, 1897 in New York City, and of one Emil R. Goldfus, an actual Manhattan infant who was born Aug. 2, 1902 (only one month off Abel's actual birthday on July 2, 1902) and died when he was only two months old.

Abel was well supplied with funds. When he was arrested he was carrying \$6,090 in cash and had \$15,000 in a safety deposit box. Despite his affluence, he chose to live very modestly. None of the four New York hotels he is known to have lived in since last October charged more than \$6 daily for a single room. The cluttered one-room Brooklyn studio where he learned to paint with a fair amount of dexterity and with some talent cost him only \$35 a month.

His operations as a Russian agent proceeded on a grander scale. As his chief underling, he had a Soviet lieutenant colonel named Reino Hayhanen. He had two short-wave radio receivers in his studio. He used microphotography presumably to photograph information for transmission to Russia. Among the devices he used for transmitting information were hollow nails, gutted pencils, earrings with secret compartments. Much of this professional impedimenta was stowed in boxes designed for Sucrets, a throat lozenge to which he seemed addicted. Not even bothering to hide his professional literature, he left a copy of *Cryptanalysis*, a *Study of Cyphers and Their Solutions* lying around.

Some of his "drops" (places for the transfer of information) and meeting places were revealed by cryptic notes found in his hotel room at the Latham Hotel in Manhattan. They ranged as far off as Mexico. Some were close to legitimate targets for his illegitimate interest: New Hyde Park, L.I., adjacent to the Sperry Rand electronics and precision machinery plant, Quincy, Mass., site of an important shipyard. Some were difficult to figure, like the small resort town of Salida, Colo.

The extent of Abel's depredations against the U.S. must await his trial but some hints may be gathered from three of the co-conspirators named in the indictment, all believed to be now in Russia. They are Vitali Pavlov, connected with the Canadian spy ring whose breakup in 1946 later was linked to Dr. Klaus Fuchs and through him to the Rosenbergs; A. M. Korotkov, who was high in the Soviet secret police and a figure in the current Jack Soble spy case; and Mikhail Svirin, once a member of the United Nations secretariat in New York.

Last May, Hayhanen defected. There is a possibility that Abel was aware of this and knew his time was running out. Almost simultaneously with Hayhanen's disclosures, he left his hotel and, complaining of a sinus infection, went to Florida. He prepared to flee. Among the items found on him at arrest was a disjointed memo: "I bought a ticket to next ship—Queen Elisabeth for next Thursday 1:31—today I could not come because 3 men are tailing me." But for some strange reason, perhaps because he feared Kremlin criticism more than American justice, he made no attempt to flee. He came back to New York and was arrested.



FLUSHING THEATER, Keith's RKO, brought the boss spy Abel to meet deputy Hayhanen for a stealthy conference in the men's washroom in September 1951.



MEXICO CITY had a specific drop. Abel wrote that message was to be left on this pole "opposite No. 191 Chihuahua Street—using side of pole towards roadway."



BARMAID Cynthia Zimble served Abel at Music Box Bar. "He sat alone," she recalls, "I thought he was an artist because of his curly back hair."



RADIO DEALER Frank Gambuzza says Abel's wireless, for which he sold parts, could pick up Russia. "He was a gentleman and always called me 'mister.'"



BUILDING SUPERINTENDENT Harry McMullen remembers Abel always paid his rent on time but that last payment for July was brought by stranger.



HANDCUFFED, GRIM ABEL LEAVES COURT AFTER JUDGE DELAYED TRIAL DATE UNTIL HE GETS LAWYER

HIS FRIENDLY NEIGHBORS AND HIS NEMESIS

Abel dealt with the innocents, among whom he lived and schemed, with a kind of gentle effrontery. When a painter colleague got married recently, he sent a wedding present. When the elevator in the building broke down, he dared to reveal his considerable electrical skill by helping the superintendent repair it. The man who runs a radio and TV shop on the ground floor and sometimes sold parts to Abel had only admiration and no suspicion of the electronic know-how which his customer revealed.

To the man who has become his nemesis,

Assistant U.S. Attorney General William F. Tompkins (*opposite page*), chief of the internal security division of the Department of Justice, Colonel Abel is the "most professional spy we have yet encountered." But the prosecutor faced a possibility that his elusive quarry might still get away. If Abel invokes a recent Supreme Court decision that a federal defendant may see government evidence, and if he is supported by his judge, the government could decide to drop the case rather than reveal the secrets of its counterespionage setup.

SPY'S PROSECUTOR, Assistant Attorney General Tompkins, who directed the operation which resulted in Abel's arraignment, stands in the arcade of Brooklyn federal courthouse with his special assistants, Anthony R. Palermo (*left*) and James J. Featherstone.

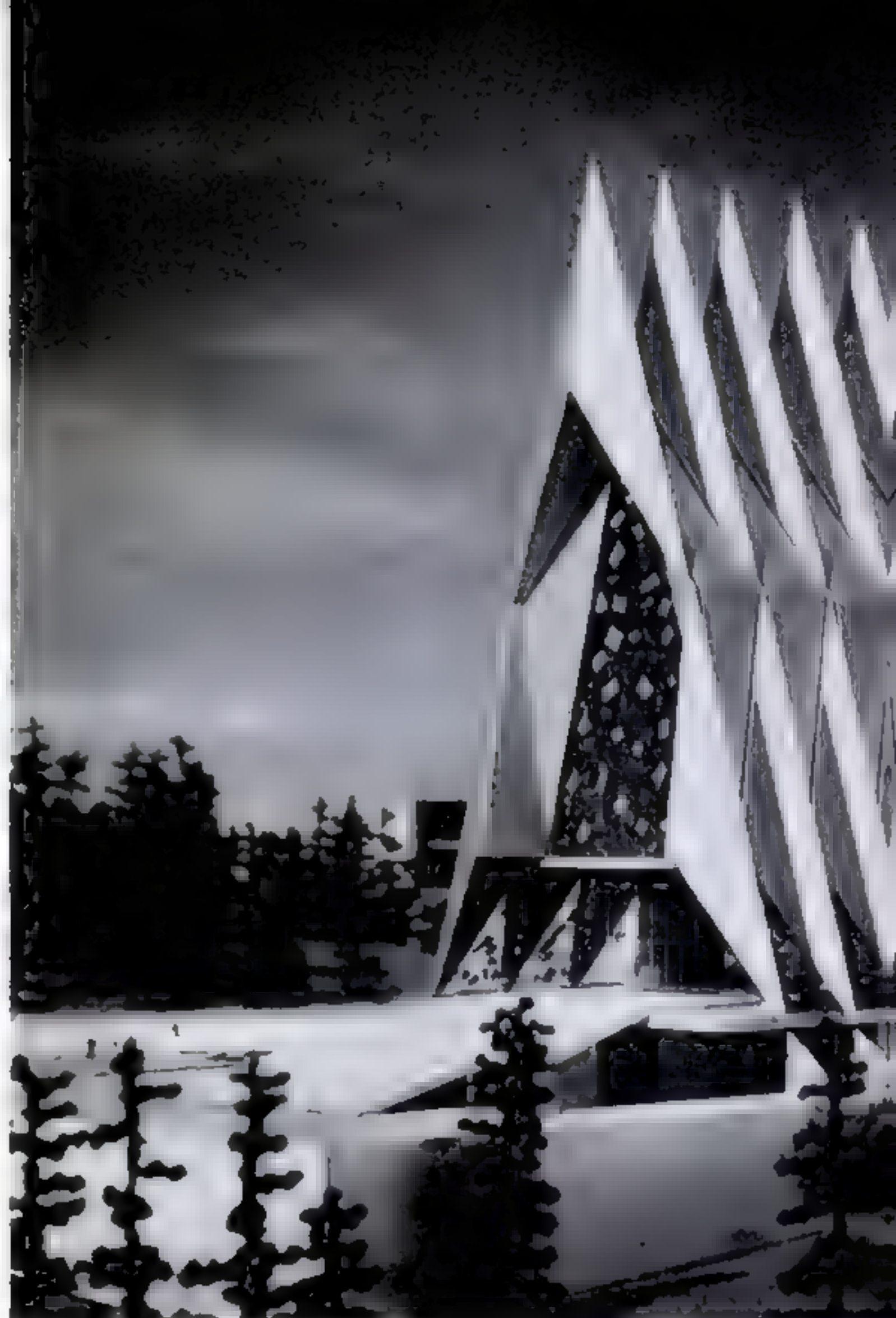


A LOOK AT THE WORLD'S WEEK



ON TWO ENGINES IT MADE 1,000 MILES

As the big C-97 lumbered over the Pacific both portside engines were dead. Flying from California to Hawaii, the plane had a thousand miles to go when the outer engine's propeller ran wild. Then it broke off and damaged the propeller of the adjacent engine. The pilot, Major Samuel Tyson, kept the plane up on two engines. At Hilo the landing gear stuck but the crew finally got it down and Tyson brought all 67 aboard in safety.



AIR FORCE GETS STRIKING CHAPEL

A two-year battle over the design of the chapel at the Air Force Academy in Colorado Springs came to its final round in Congress. Done by Skidmore, Owings & Merrill and approved by religious leaders, the design (above) called for 19 spires, each 125 feet high, resembling swept-back airplane wings. There are two levels, one for Protestant services and the other divided for Catholic and Jewish chapels. Some congressmen called it a "monstrosity" and the House at first denied the appropriation. But last week, changing its mind, the House voted the necessary \$3 million.



VOLUNTEER FIREMEN RUN FOR LIVES

At Crozet, Va., volunteer firemen ran for their lives as an explosion enveloped an orchard supply plant. A sudden blaze that was almost under control spread to chemicals in the building. When these blew up the men scrambled to safety, but the building was a \$75,000 heap of rubble.





INFLATION-RIDDEN FRENCH BUY OIL

On the Avenue de l'Opéra in Paris hundreds waited for the Banque de Paris et des Pays-Bas to open. There to invest savings in a Sahara oil company, they were evidence of inflation and lack of confidence in the franc. With government reserves and credit depleted, the franc was at its lowest free-market value (436 to the dollar) in five years. Finance Minister Felix Gaillard pushed an austerity program through the cabinet. Then he devalued the franc 20% for tourists, who will now legally get 420 instead of 350 to the dollar, a move foreshadowing devaluation for everybody.



MARILYN HEADS HOME FROM HOSPITAL

Looking lovely despite an operation, Marilyn Monroe rode home in an ambulance from a New York hospital with her husband Arthur Miller beside her. Ten days earlier she had undergone surgery to end a dangerous pregnancy. She had lost 16 pounds but said, "I'm feeling wonderful."



WORLD CHURCH LEADERS ASSEMBLE

At Yale an impressive array of world churchmen gathered to consider the role of religion in the nuclear age. Leading the procession to New Haven's Center Church is the Right Reverend I G K A Bell, bishop of Chichester, England and honorary president of World Council of Churches. Behind him in pairs are the six presidents of the World Council: Archbishop Michael, head of the Greek Orthodox Church of North and South America, and the Right Reverend Henry Knox Sherrill, presiding bishop of the Protestant Episcopal Church, U.S.A.; Metropolitan Mar Thoma Juhanon of the Mar Thoma Syrian Church of Malabar, India and Dr. John Baillie of the Church of Scotland; Bishop Otto Dibelius, bishop of Berlin-Brandenburg, Evangelical Church in Germany, and Bishop Santo Uberto Barbieri, Methodist bishop of Argentina, Uruguay and Bolivia.



AS YOUNG MAN McElroy was editor of Cincinnati's East High School yearbook in 1921 (left), a letterman on Harvard University basketball team in



1921-25 (middle of picture in center) and the proud father of six-month-old Nancy Sue in 1936 when he was in seventh year as P & G promotion manager.



AT WHITE HOUSE with President and Secretary Oveta Culp Hobby in 1955, he discusses the White House Conference on Education which he headed.



AT P & G. McElroy (right) conducts a meeting. Next to him is Procter & Gamble board chairman Richard Deupree, who helped him rise in company.



WITH NEWLYWED DAUGHTER Barbara, 19, McElroy dances at reception following her wedding last June to U.S. Air Force Lieut. David Dimling.



WITH HIS FAMILY. McElroy meets press following nomination. Behind him and Mrs. McElroy are Nancy Sue (called "Bitsie"), 21, and Malcolm, 11.



McELROY PAUSES AT HOME TO GIVE ALLOWANCE

P & G TO PENTAGON— A NEW DEFENSE BOSS

To succeed Charles E. Wilson, who is resigning after four and a half years as Secretary of Defense, President Eisenhower last week nominated another top U.S. business administrator, Procter & Gamble president Neil McElroy (see Editorial). Born in Berea, Ohio in 1904, McElroy graduated from Harvard in 1925, went to work for the soap company that year as a \$100-a-month mail clerk, rose through the ranks to become its president in 1948. His policy of making Ivory, Oxydol, Joy and Tide compete with each other for sales was so successful that last year P & G amassed an



TO MALCOLM AND ADVANCE EXPENSE MONEY TO BITSIE FOR A WEEKEND TRIP

income of more than a billion dollars and McElroy was paid a salary of \$285,000. As Secretary of Defense, which pays \$25,000, he will take over a mammoth organization with a yearly budget of \$38 billion and strong competition of its own between the services. While McElroy visited Washington last week to learn the ropes, his predecessor was busy saving \$2.2 billion by ordering extensive cutbacks in manpower, ships and planes. Then, returning to Cincinnati to await Senate confirmation of his appointment, McElroy faced a budget problem of his own (above).



GETTING HIS BREAKFAST. McElroy peeks into the family refrigerator at 7:15 for an egg to try while his son Malcolm stands by. One of McElroy's favorite breakfasts when at home is a bowl of dry cereal and a piece of chocolate cake.

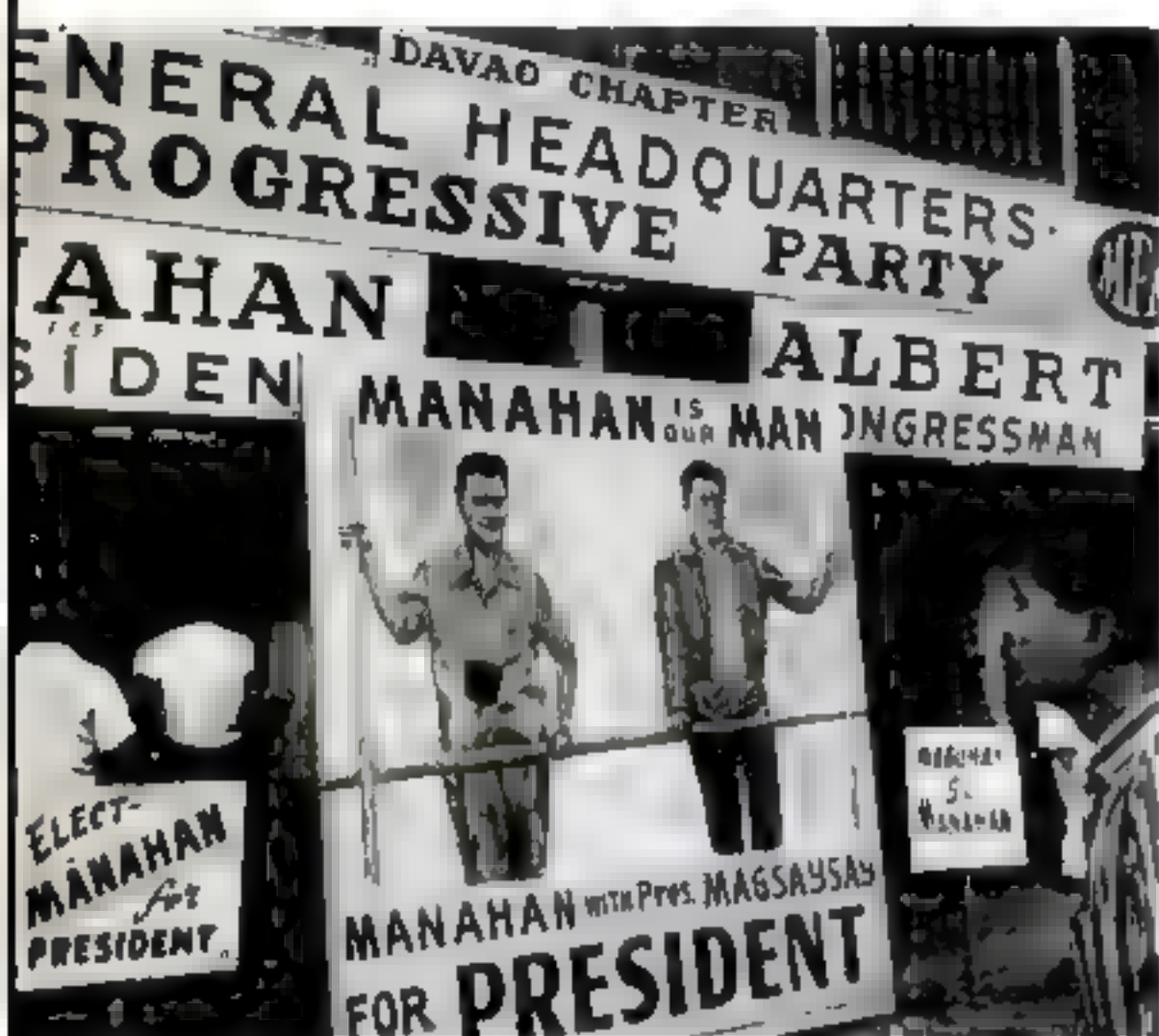


ORDERING HIS LUNCH. McElroy inspects menu in P & G dining room with Vice Presidents Donald Robinson (left), W. Rowell Chase and H. Schayler Cole. He has been spending half of week in Cincinnati office, rest of his time traveling.



GETTING ACQUAINTED in Washington, McElroy meets his new driver, James Freeman, who has chauffeured Defense Secretaries for the past 10 years. In center is P & G aide Oliver Gale, who will leave job to work for McElroy in Pentagon.

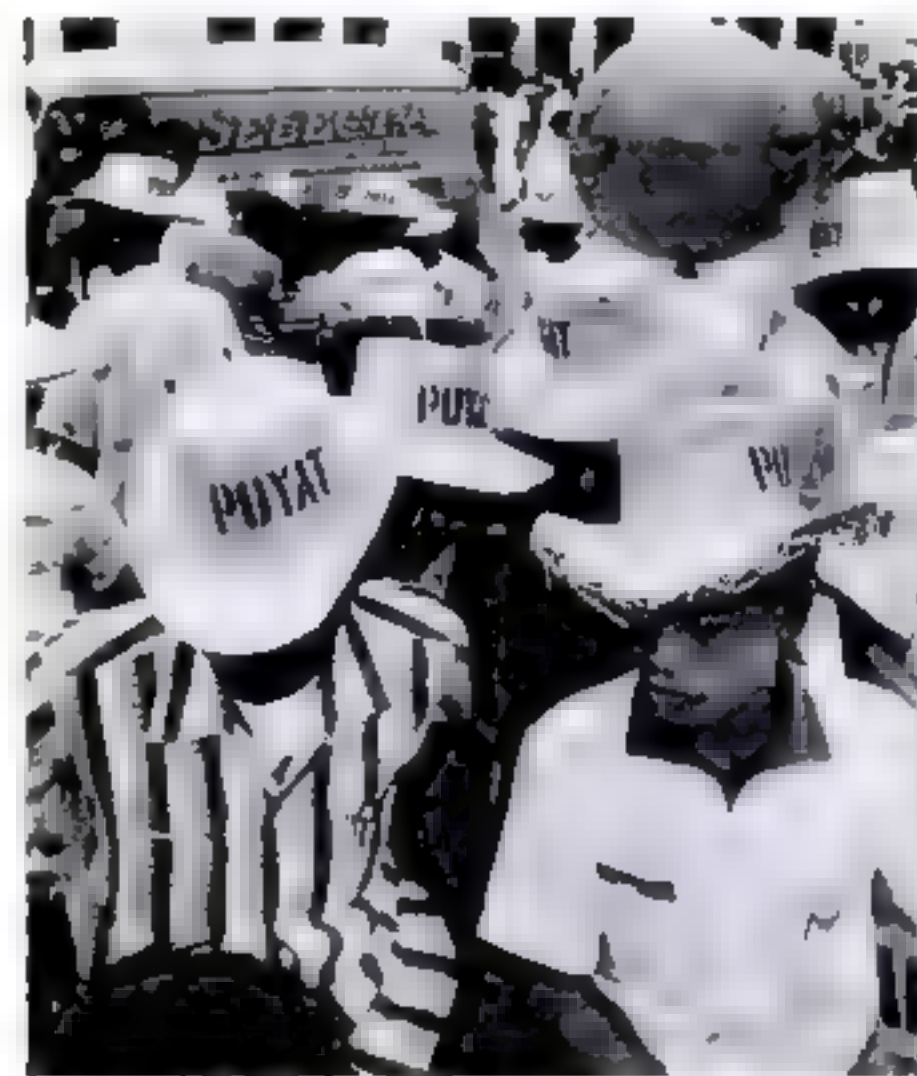
U.S. STYLE ELECTIONEERING TRICKS AND A LOCAL TOUCH



POSTERS blazon propaganda for Manuel Manahan at his Progressive party's headquarters in Davao.



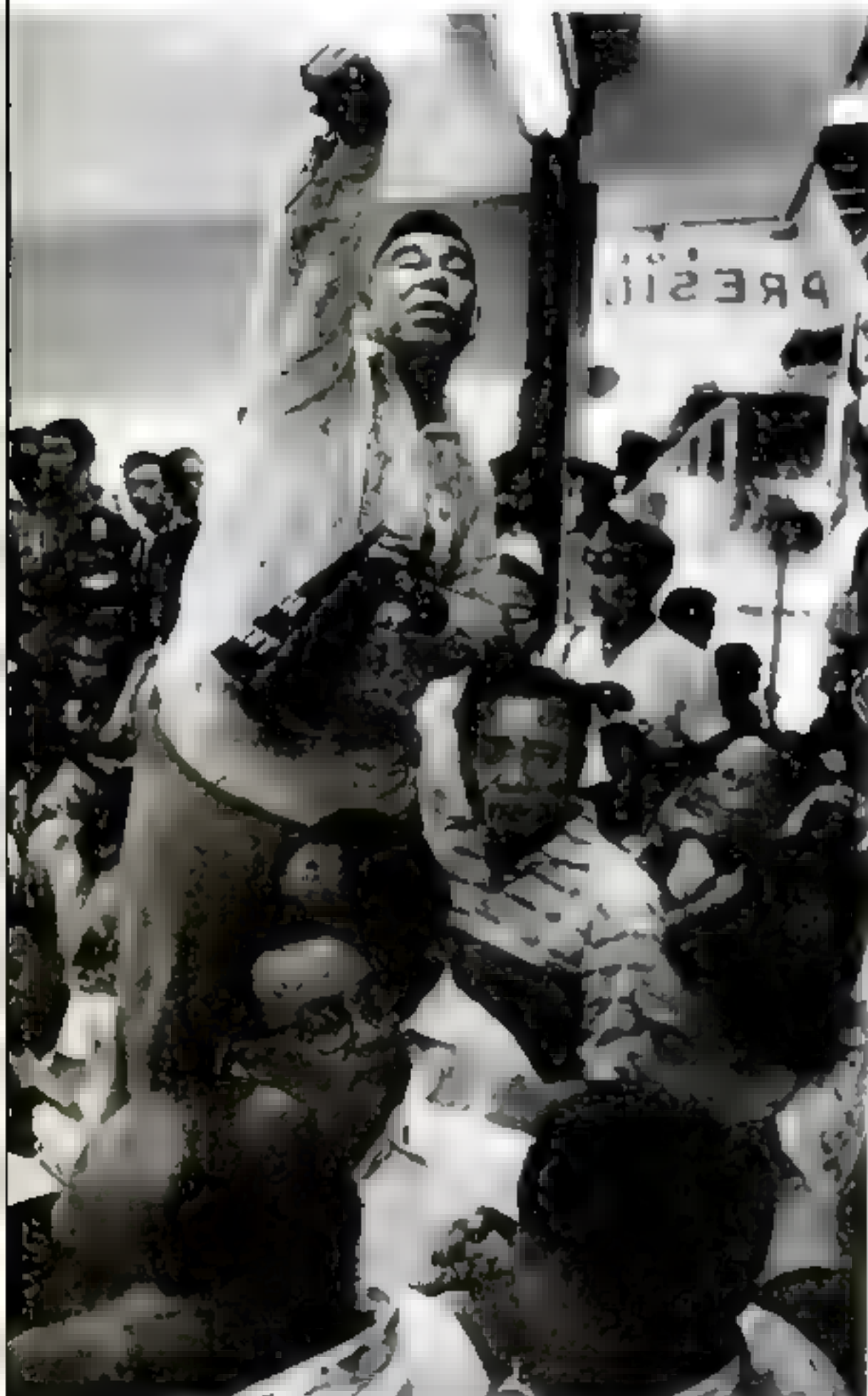
MUSIC helps ballyhoo of Carlos Garcia forces at Nationalist convention held at a Manila race track.



STRAW HATS with his name were passed out by the Nationalist Gil Puyat, who ran second to Garcia.

WITH BALLYHOO AND BOLTERS PHILIPPINE'S CAMPAIGN BEGINS

When the great Philippine president and friend of the U.S. Ramón Magsaysay was killed in an air crash (LIFE, April 1), he left an awesome political vacuum. The campaign to fill the vacuum was off to a bitter and confusing start last week as party conventions chose candidates for the November presidential election—and some politicians simply nominated themselves.



YELLING FOR ORDER at the Nationalist convention, Governor of Leyte, Bernardo Torres clutches his Garcia-for-President megaphone and gestures at the delegates squabbling over a procedural question.





FREE LUNCH was donated by Nationalist winner Garcia. Often cash was cached in special sandwiches.



BALLOONS with name of Liberal party winner José Yulo were freely distributed at Liberal convention.



QUAINT CUSTOM, collection of weapons at gate to Nationalist session, netted 39 guns the first day.

The Nationalist party convention (below) uproariously nominated Magsaysay's vice president and interim successor Carlos Garcia to try for a full presidential term. Party bosses had meant to dump Garcia, but his lavish dispensation of entertainment and funds won him the delegates. Then the Nationalists picked José Laurel Jr. as vice-presidential candidate,

despite the high-living Laurel's widespread unpopularity with devout Catholics and his family's record of collaboration in World War II. Meanwhile a loser to Garcia, the anti-American Senator Claro Recto, decided to run as an independent candidate.

The other major party, the Liberals, nominated stand José Yulo. Thereafter disappointed

Antonio Quirino bolted to an independent candidacy. The Progressive party leader, Manuel Manahan, had considered joining forces with Yulo, gave up the idea and ran on his own when Yulo refused him the vice-presidential spot. As the five-way race got going, Garcia was the favorite to win but party schisms and crossing of party lines endangered his position.



KEYNOTING FOR NATIONALISTS, Senator Francisco Rodrigo makes fiery speech to convention. But when José Laurel Jr. became Garcia's running mate, prominent Catholic Rodrigo refused to help ticket.

STAMPEDING FOR GARCIA, his supporters go wild as first-ballot count at the convention reaches the 681 votes needed to win. In total count, Garcia got 888 out of the 1,135 ballots cast by delegates.

THE FIVE CANDIDATES WHO CROWD THE RACE



LIBERAL LEADER. Lawyer-Planter José Yulo, 62, sits beneath a portrait of his late wife with his daughter, Corina, who will be first lady if he wins.

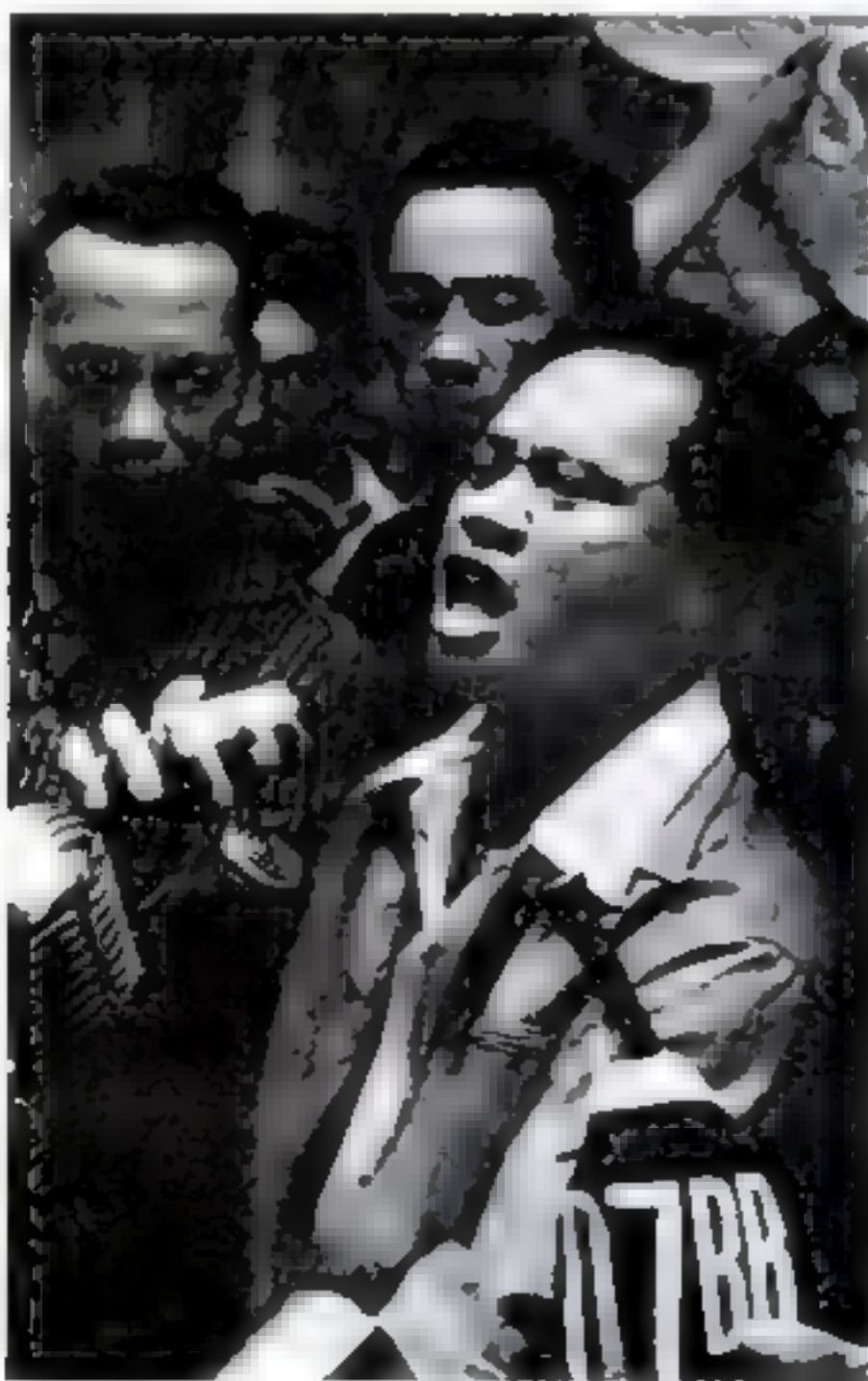


NATIONALIST TEAM. Garcia (left), 60, and José Laurel Jr., 41, stand during ovation for Laurel after his nomination by Nationalist executive council.

when made choice was conveyed on her block. Garcia had ducked with a 14-vote presidential candidate. Finally gave support to Garcia, then



POPULAR PROGRESSIVE who has some of Mag-saysay—grass-roots appeal. 41-year-old Manahan greets shopkeeper on stamping trip through Davao.



BOLTING LIBERAL. Antonio Quirino, brother of a former president, speaks angrily to party convention before proclaiming his own candidacy.



BOLTING NATIONALIST. Claro Recto, who has support from big landowners, polled only 11 votes against Garcia. Here he holds rally at own offices.

"To make the best, begin with the best—then cook with extra care."



Mrs. Selma Urbanas of Chicago celebrated her 25th anniversary with Campbell's last year

You can't beat the old-fashioned paring knife

We still trim by hand to bring you the best of every vegetable

The lady in the picture happens to be trimming potatoes in the Campbell Kitchens.

She could just as well be working on tomatoes, carrots, rutabagas, celery, or parsnips. Because they all get the same treatment at Campbell's.

No substitute for people

Some folks tell us that this seems like a terribly old-fashioned way to do things in modern kitchens like Campbell's. And perhaps they are right.

But it so happens that every single vegetable is different. A keen-eyed, conscientious woman with a sharp knife can spot and remove every last little blemish far better

than any machine up to now is able to do.

Value of a conscience

So maybe we are old-fashioned. But we don't mind as long as it's the *best* way to bring you the goodness, and nothing but the goodness, of the choice vegetables in Campbell's products.

The rest is up to our skilled Campbell chefs. When you taste the happy result, we think you'll agree that it wouldn't be fair to give them anything less than the best to work with.

As it says in our motto at the top of the page: "To make the best, begin with the best—then cook with extra care."



How America is dressing

Today's on-the-go classrooms

Now in poster colors — new school wools protect youngsters against



The class goes to a farm — in gay-colored wool coats that radiate maximum warmth, with minimum weight. And in case of a shower—wool will keep them safe and dry — for every wool fiber has its own water repellent shield.

call for wool

temperature change

You are looking at the new way lessons are being taught in modern schools across the country. Teachers are taking their classes to a farm, a museum, to the zoo—to get the facts firsthand.

This new indoor-outdoor teaching puts completely new demands on school clothes today—makes it vital that youngsters have all the healthy protection of wool.

For wool safeguards youngsters against temperature change as no other fiber can. Its unique crimp builds into fabrics millions of tiny pockets that block out cold breezes. Its amazing absorbency prevents that clammy feeling in the heated indoors.

Doctors say that dressing youngsters in wool is a smart way to ward off colds.

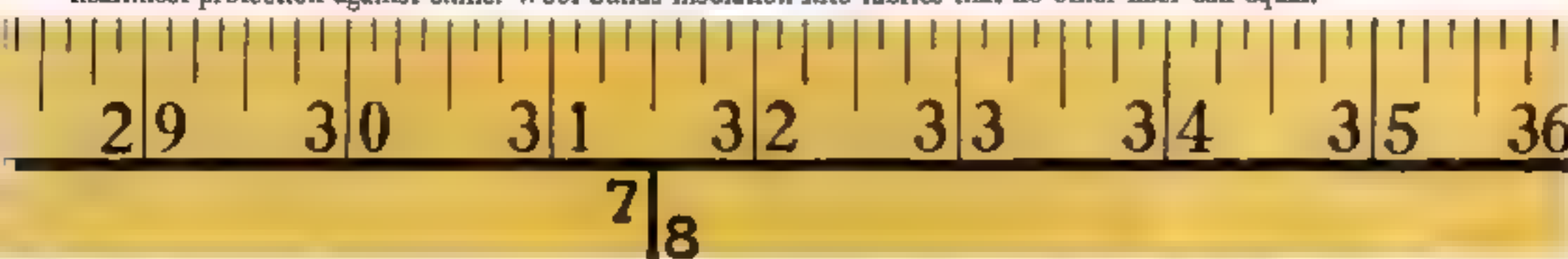
And the new wools are as much fun as they are healthy and wise. Wool's poster-bright colors, its grown-up richness, delight the small-size fashion plate. No wonder a look at today's modern classrooms shows so many youngsters in wool.



At the zoo—the class gets to cuddle a five-day-old baby lamb! Even this kind of wear won't fade these poster-bright wool skirts and jackets. For wool not only scoffs at soil—it stands up to the roughest treatment. A strand of wool can be bent 200,000 times without breaking!



The museum floor is cold—but teacher's not worried. The children are dressed in wool—the healthiest protection against chills. Wool builds insulation into fabrics that no other fiber can equal.



nothing measures up to **Wool**

See these school wools at:
B. Altman & Co., New York;
Daniels & Fisher Stores Co.,
Denver; Halle Brothers, Cleveland;
Joseph Magnin, San Francisco,
Jordan Marsh, Boston; Strawbridge
& Clothier, Philadelphia, all stores.
For further information, write
WOOL, Dept. L-7, 420 Lexington
Ave., New York 17, New York.



These school clothes in fine
American-made wools and
worsted are fashioned by:
Imp Originals, Joseph Love;
Milbrook, Made Kiddie
Coats; Shepards; Stern &
Hart; Tiny Town Togs,
Siegal Sportswear;
Young Sun.

Sponsored with ASPC



LASTS!



new Vista by Simoniz cleans and waxes in one easy application... yet it leaves a hard **paste wax** shield that protects your car up to 6 months!

Reason: VISTA IS TURBO-WHIPPED. VISTA is tough paste wax, plus cleaner, turbo-whipped together. This exclusive mixing process by Simoniz whips hard wax into soft particles . . . makes it possible to clean and wax in one easy application. Designed for today's gay car colors, turbo-whipped VISTA is ideal for all car finishes. Try it!



One side, '57 Thunderbird, cleaned and waxed. **VISTA TIME: 18 minutes. Duration: up to 6 months.**

NEW SECRETARIES WITH BIG PROBLEMS

McELROY FACES RUNAWAY ARMS BUDGET, ANDERSON AN UNEASY MOUNTAIN OF DEBT

In the first major shake-up in the Eisenhower Cabinet, new men are moving into two of the three biggest chairs—Defense and Treasury. Because of the vital importance of their jobs it is fitting to look closely at these two new Secretaries, Neil McElroy and Robert Anderson, to appraise their strengths, and to take inventory of their chief problems.

The men and their talents

McElroy, the new Defense chief, is the 6-foot-4, 210-pound president of Procter & Gamble, the nation's largest soapmaker (see pp. 26, 27). At 52 he is a newcomer to government but not to public service. He has served as chairman of the President's Conference on Education and gives about a third of his time to public affairs. As a soap salesman he devoted much attention to radio soap opera. This may hardly seem to qualify him to run the national defense and a few Pentagon snickers are already being heard about his building an ivory tower or working up a lather. But McElroy must be judged not by his product but by the fact that he administers a billion-dollar corporation and is a manager of men and maker of important planned decisions. To the sprawling complexity of the Pentagon, McElroy brings a fact-minded attitude which may help simplify and control procedures. "If you want to tell him something," says a colleague, "you'd better have complete support for your statement. Don't guess and for God's sake don't just give your opinion." Moreover, those defense-industry engineers who thought that Wilson short-changed basic research will be pleased to find that McElroy is a staunch supporter of research. He may have to sell his \$588,000 of P & G stock. He says he is willing to do this or anything else to take the job which many other top executives turned down—he accepted because he regards it as his public duty.

Treasury's Bob Anderson, 47, a Texan and former Democrat, is no stranger to government. Indeed he served both as Secretary of Navy and later as Charlie Wilson's deputy and could have been a logical candidate for the post McElroy is taking, but he was George Humphrey's own hand-picked candidate for the Treasury job. "The hardest man to find is the man who can get things done," Humphrey has said of Anderson. "That's one of Bob's outstanding abilities."

Anderson, a mild and affable man, still walks with a slight limp as the result of childhood polio. He came out of the University of Texas Law School in 1932 with the best scholastic record in the school's history. At 24 he became state tax commissioner and at 31 stepped into the management of the huge cattle-land-and-oil empire, the W. T. Waggoner estate. In the Navy it was he who upped to admiral the by-passed Captain Hyman Rickover, the Navy's top atomic expert. In Defense he impressed President Eisenhower with his level-headed presentation of the case for defending Quemoy and the Matsus. He left in 1955 to take the presidency of the Canadian mining empire, Ventures Ltd.

Anderson's dilemma

As the chief fiscal officer of the world's biggest economy, Anderson will have more power than any other man in the country—except Eisenhower—in determining its size, shape and direction. He faces problems of enormous complexity and seemingly incompatible choices—to balance the need of reducing the national debt against the political compulsion to maintain full employment, to pursue the Eisenhower goal of a balanced budget in the face of constantly rising government

costs. But his toughest problem is the \$260 billion debt, mainly from World War II, which the Democrats maintained at low rates by the inflationary policy of "cheap money."

Huge sums of this debt have to be "turned over," or refunded, every few months; a total of \$75 billion has to be refunded this year alone. A Secretary of the Treasury trying to do this under present conditions faces what outgoing Secretary Humphrey candidly described as a "mess." The mess will never be properly cleaned up until a major part of the debt is refunded on a term long enough to allow some stability and order in the money market. Humphrey never really undertook the drastic action required to do this—i.e., pay a high enough interest rate to get banks, insurance companies and savers to swap their short-term bonds for longer ones. At present they are not doing so. Instead they are cashing their bonds to make more lucrative private investments. Humphrey did make a start at a solution in 1953 but hastily reversed course when a mild recession hit the economy. He failed to follow through with the tougher medicine (which would be politically risky) of paying enough to shift the debt in a big way. The biggest challenge facing Anderson is whether he will have the political courage to attempt this; monetary experts regard it as the biggest single need for a truly sound fiscal policy.

Since the Treasury's tax yield is rising, Anderson will have more revenue than Humphrey got. Moreover, the rising national income and population are slowly reducing the size of the national debt, both per capita and in proportion to the gross national product. However, the costs of government procurement are rising faster and so, because of rising interest rates, is the cost of carrying the debt (up by about \$1 billion a year). Anderson will be hard put to keep the balanced budget and \$1.6 billion surplus Humphrey was able to leave. And Anderson's biggest problem will be McElroy.

McElroy's headache

In Defense, McElroy faces a task whose three major requirements are almost irreconcilable. He must arm the nation adequately for an atomic war which may never happen, maintain enough conventional strength for brush-fire crises and achieve both without letting the government go into the red. But Defense is already in the red. Its budget ran away from Wilson who overspent his allotted funds last year by \$2 billion. In part this was caused by rising prices of all military hardware and the incredible expensiveness of the missiles now eating up 35¢ of every defense dollar. But it is also caused by the needlessly high turnover of technically trained personnel in the armed forces (it costs \$120,000 to train one jet pilot but the average length of his service is only three years). After spending a year and \$1 million on this problem, President Ralph Cordiner of G.E. prepared a detailed plan which, by adding \$565 million to the defense budget for the next two years, could produce an estimated annual savings of \$5 billion within five years. It was pigeonholed. McElroy could perform a real public service by vigorously pushing it.

He will also need to re-examine the present policy of putting so much emphasis on missiles at the expense of planes which are not being built fast enough to replace the normal rate of attrition. Some Pentagon moderates think this a dangerous overemphasis.

At Treasury and Defense both problems are so stupendous that anyone willing to undertake them—along with the brickbats that follow—deserves only sympathy, admiration and the warmest of welcomes.



HUSTLING BESIDE DIO, PHOTOGRAPHER TRETICK GETS HIS CAMERA READY

STRONG ARM DIO DOING WHAT COMES NATURALLY

The brutishness he had tried hard to mask erupted uncontrollably on the face of gangster Johnny Dio. In jail on a bribery conviction, he was permitted to appear before the Senate committee investigating union racketeering. Dio showed up early, was promptly surrounded by photographers and fled the room. Following him (*left*), the U.P.'s Stanley Tretick ran ahead to get a picture (*right*), was roughly pushed aside by the racketeer (*below*) who screamed, "You sons of bitches. I got a family!"

Later Dio took the stand, and the Fifth Amendment 110 times. But the committee's evidence was closing in, revealing him as the creator of "paper locals," fictitious groups whose votes helped Dio control unions. And recordings of calls linked Dio with James Hoffa, who is the leading candidate to be president of the Teamsters Union. Committee Chairman McClellan promised that the following week would bring a hot time for Hoffa.



IN A SNARLING RAGE, looking like a Hollywood bad guy, Dio turns momentarily in his flight from the building after giving Tretick a stiff arm that pushed

the photographer (*right*) away. I.N.P.'s Jim Mahan, whose flash is reflected in revolving door at left, took this picture. Senate testimony showed that to get rid



TRETICK'S PICTURE CATCHES DIO WITH FACE STILL MASKING HIS FEELINGS



of Dio one union gave him \$16,000 and glowing goodby letter which, said Senator Mundt, was "worthy of a recommendation for a job as Y.M.C.A. secretary."

UNIVERSAL Pour-Easy

America's Finest Vacuum Bottle!



**"It's a big hit
with me!"**

says **MICKEY MANTLE**
New York Yankee slugger



**Pours like a pitcher...
never drips a drop!**

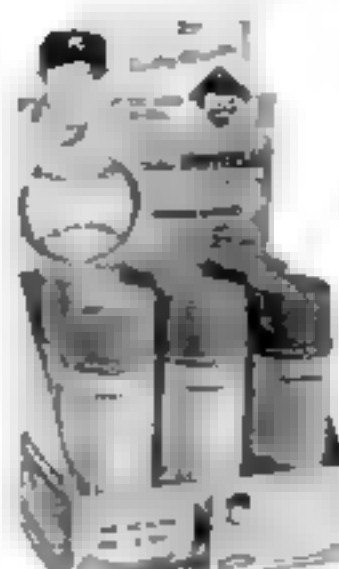


Take a "Pour-Easy" out to the ball game—or anywhere you go. It's the only vacuum bottle with a pitcher-like spout that makes pouring easy. The "Kleen-Seal" stopper always stays "sweet" and its "Shur-Grip" case will not slip in your hands. With extra large cup-top. In modern pastel colors. Pint size \$2.15.

GET THIS

**MICKEY MANTLE Autographed
Baseball—a \$2.50 value**

only \$1.00



Look for this Mickey Mantle "Pour-Easy" display at drug, hardware, variety or sporting goods stores. Tear a coupon from display and mail with \$1.00 for your Mickey Mantle Autographed Baseball. There's absolutely nothing to buy!



UNIVERSAL
LANDERS, FRARY & CLARK, NEW BRITAIN, CONN.



"The battery backed up by 2,000,000 miles of testing"

Auto-Lite Sta-ful is tried, tested and proved for long life and quick, easy starts in the coldest weather. Two years and more than 2,000,000 miles of testing showed the following results:

- Not one battery failed.
- 95% gave better cold-weather starting than required of new batteries.
- None of the batteries needed water more than 3 times a year.

You just can't buy a better battery at any price!



**NEEDS
WATER
ONLY
3 TIMES
A YEAR***
*IN NORMAL CAR USE

Dry Charged . . . Fresh when you buy!

**OTHER AUTO-LITE BATTERIES
AS LOW AS \$13.95**



Auto-Lite manufactures over 400 products, including Spark Plugs, Batteries, Wire and Cable, and Automotive Electrical Systems . . . sold throughout the United States and Canada.



TAKE THAT, M'LORD!

These pictures, taken by a newsreel cameraman in London last week, show a noble lord getting what millions of Britons thought he jolly well had coming. John Edward Poynder Grigg, 33, Etonian, Oxonian, guardsman and second Baron Altrincham, had written an article describing Queen Elizabeth's public speaking as "a pain in the neck" and her public personality as that of "a priggish schoolgirl." This roused the queen's defenders. "Young Altrincham is a bounder," snapped the Earl of Strathmore. "I would like to see the man hanged, drawn and quartered," growled the Duke of Argyll. Then, following a TV appearance by Altrincham, Philip Kinghorn Burbidge, 64, accosted the peer, gritted, "Take that from the League of Empire Loyalists," and slapped him in the face. Paying a £1 fine, Burbidge stiffly explained, "I felt it was up to some decent Briton to show resentment."



COMIC COMMENT on Burbidge is made as wife of a nobleman mounting for knightly defense of the queen cries, "James, tell his lordship it's been done."



A new Royal Portable can raise her marks up to 38%

IT HAPPENS EVERY DAY! Many so called "slow students" learn to type and then show up on the honor roll.

Incredible? Not at all. Typing makes homework fun, actually encourages study, helps organize lessons, helps finish assignments faster.

Start them right with Royal!

Twin-Pak, the quick-change, no-smudge ribbon... Magic® Margin... extra light touch... that famous Royal ruggedness! These are just a

few of the exclusives that make the 1958 Royal Portable the greatest portable that ever went to school—the all-time favorite of students.

Pay just pennies a day!

You can buy a Royal Portable in any one of the 6 wonderful colors for only a few pennies a day, with up to two full years to pay. There's nothing to keep you from giving your student a new Royal Portable—and a Royal send-off toward better grades—*right now*.



Convenience plus! Only the new Royal Portable gives you Twin-Pak ribbon. Changes instantly—no messy fingers.

ROYAL® *world's most wanted portable typewriter*

A product of Royal McBee Corporation
world's largest manufacturers of typewriters

First to
SEARS
then
to school.



Off to a flying start...in new

NEW CORDUROY CREATIONS FOR GIRLS!

A. The full-circle sweep of this new Honeylane skirt is even more dramatic in fall's newest color, star sapphire blue. The skirt, in washable fine wale corduroy, also comes in sophisticated black and favorite bright red. Plastic patent belt. Sizes 7-14, **3.49**

Smart companion is the missey front white cotton broadcloth blouse with pert johnny collar and tie. Front has 6 rows of crisp nylon acetate lace, with ruffy lace on sleeves. Washable. Sizes 7-14, **2.49**

B. After-school fun calls for a Honeylane car-coat jacket with toggle buttons, self-hook closings, Ivy-style patch pockets and a cozy collar that converts to a hood!

Matching Italian style pants (note new length) have tapered legs, Ivy-style adjustable buckle back, band top and zipper fly front...a mannish side pocket, too! Both coat and pants are Sears fine wale washable corduroy. Mix or match 'em in star sapphire blue, red, or black. Sizes 7-14. Jacket, **4.98** Pants, **2.98**

C. Honeylane "Dutch Boy" suspender skirt can be worn with or without suspenders. Pegged skirt has soft, unpressed pleats. Washable, fine wale corduroy. Star sapphire blue, black, and red. Sizes 7-14, **3.98**

Cuddly Honeylane pullover in washable Orlon® has the mock-turtle neck that's making sweater-set news... plus special stitching to give a full fashioned look. Rib knit neck, cuffs and bottom band. Yellow, white, black, red, turquoise. Sizes 7-14, **3.49**

Mix 'em, Match 'em! Wash 'em, Dry 'em! All girls' styles are designed so that any part of one ensemble will go with any other. Here, in three low-cost ensembles, is a complete school wardrobe...and it's all fully washable, carefree as clothes can be!

4 easy ways to buy school clothes at Sears—Purchases of \$20 or more can be made on Sears Easy Payment Plan. Sears stores feature the Lay-Away Plan, or Credit Purchase Coupon Books you can use like cash. Many stores offer Sears Revolving Charge Accounts, too.

Biltwel Ivy-style saddle with smart strap and buckle in back. White with red, brown, or black. **3.98**



"Toggle" shoe worn with strap up or wriveled down as a pump. Striped lining. Black, red, black patent. **4.98**



Classic Biltwel slip-on moc has long-wearing Sealite sole. Red, brown or black. Kerrybrooke teen sizes, too. **3.98**





Sears own exclusive brands are styled with authority:

BILTWEI • HONEYLANE
KERRYBROOKE • FRATERNITY PREP
GOLD BOND • BOYVILLE

Guaranteed and sold only by Sears

school styles from Sears!

© 1967 SEARS, ROEBUCK AND CO.

CLASSIC IVY LOOK STYLES FOR BOYS!

D. The big fellow wears Fraternity Prep Ivy-style trousers in all-wool flannel, with classic back belt, no pleats, tapered legs. Cambridge gray or charcoal gray, stripe or solid. Waist sizes 26-31, **6.98**

Classic Ivy-style dress shirt in Sanforized, combed cotton oxford cloth has button-down collar, back button and box-pleated back. Sizes 6-20, white or blue, **2.49** Handsome Fraternity Prep sweater is washable, high-bulk virgin Orlon®. In 5 colors, sizes 12-18, **3.98**

*DuPont acrylic fiber

E. Ivy-style Fraternity Prep trousers in sturdy, 9-oz. polished cotton are machine-washable, need little or no ironing. Pleatless, back-belt style. Mercerized, Sanforized. Beige or black. Sizes 8-20, **3.98**

The very correct long-sleeve Ivy sport shirt has button-down collar. Perma-Smooth finish on yarn-dyed combed cotton requires little or no ironing. In stripes of red, brown, or blue. Sizes 10-20, **2.49** Ivy-style, polished cotton cap to match trousers, **1.69**

F. Big style for little fellows! Boyville trousers of exclusive Searalon (rayon and acetate, 21% nylon sheen gabardine) are crease resistant, spot resistant and water repellent. Matching belt included. In skipper blue, charcoal, dark brown. Sizes 4-10, **3.98**

Ivy stripes distinguish new Boyville short-sleeve sport shirt with button-down collar. Knt from combed cotton yarns for easy washability. Handsome assortment of styles and colors. Sizes 4-10, **1.79**

**SATISFACTION GUARANTEED
OR YOUR MONEY BACK**

Shop at Sears and save

You'll enjoy shopping at Sears Stores and Sears Catalog Sales Offices. It's convenient to shop from the Sears Catalog in your home, too, by mail or phone. Sears employees, you know, are the largest owners of the Sears business. They'll do their best to serve you well.



Look, Mom, no laces! Boys' Biltwei with Shu-Lok® flaps open, closed. Soles guaranteed 4 months. Black, brown. **7.98**



Carefree, yet correct. Boys' Gold Bond Jelly Roll slip-on in long-wearing, polished black or brown leather. **5.98**



Top grain leather. Brand new Biltwei "football toe." Searolite sole for long wear. Black or brown. **5.90**



What? Gin'n Nothing?



Yes, when it's FLEISCHMANN'S GIN
it's so smooth you'll like it straight!

And gin that smooth makes perfect mixed drinks every time!

FLEISCHMANN'S GIN • 90 PROOF • DISTILLED FROM AMERICAN GRAIN • THE FLEISCHMANN DISTILLING CORPORATION, NEW YORK CITY



LEADING HIS TEAM past swimming pool on a guided tour of his 26-acre estate, Kresge is followed by his son Stanley, vice chairman of the board of S. S. Kresge

Company; Franklin P. Williams, president; Directors Howard Baldwin, Daniel Fisher, Howard J. Liverance, Harry B. Cunningham and Russell C. Davies.

MELLOW MERCHANT CELEBRATES 90TH BIRTHDAY



FEEDING A DEER. Mr. Kresge offers a cracker. He found it in the woods and raised it as a pet.

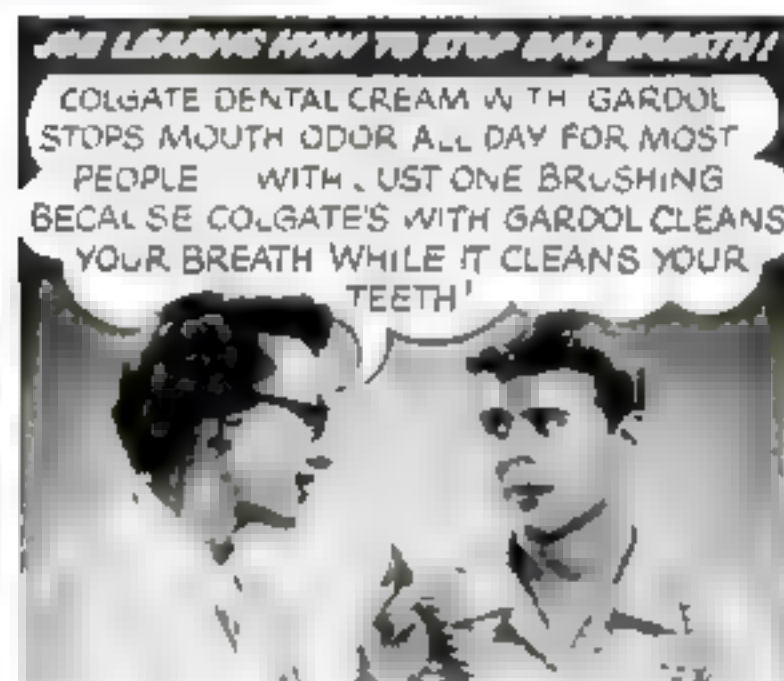
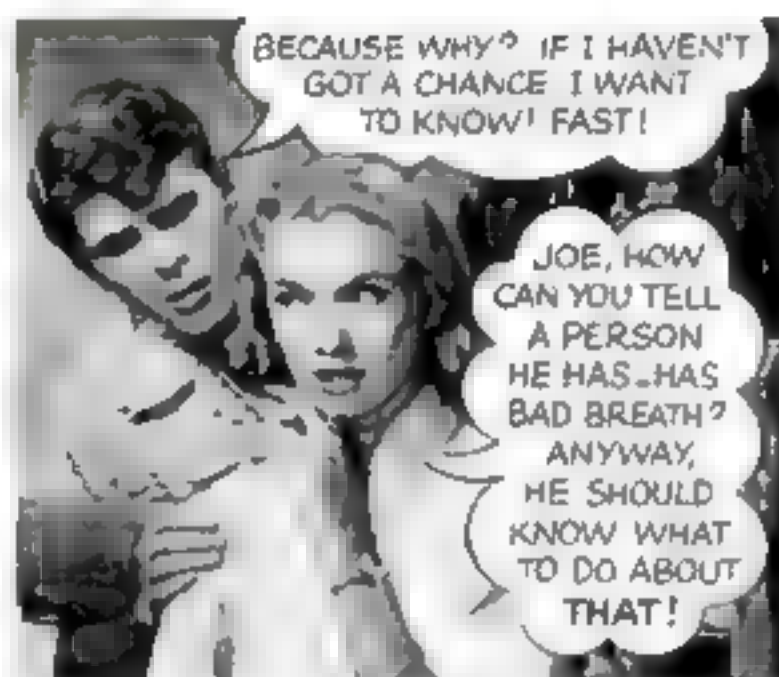
Board of Directors calls on boss to mark S. S. Kresge anniversary

Sebastian Spering Kresge, who once predicted that hard work and biblical guidance would bring any sensible young man to "that glorious sunset success," recently basked in the glow of a sunset occasion, his 90th birthday. As a salesman he had worked hard to found his S. S. Kresge 5 & 10c stores. Now his company's 686 stores have annual sales of over \$300 million.

Having made a fortune, Kresge started to give it away in philanthropies that now total some \$60 million. Though remaining as chairman of the board, he handed management of his company to its younger directors. When these directors arrived at Mountainhome, Pa. to celebrate his birthday, Kresge spryly led them off for a tour of his estate, then sat down with them to a party where he cheerfully assured the youngsters that he would return the visit to one and all on *their* 90th birthdays.



BLOWING OUT CANDLES that symbolize his 90 years, Kresge makes wife laugh by puffing furiously.



Brush Your Teeth with COLGATE DENTAL CREAM... Brush Bad Breath Away!

And Colgate's with GARDOL Fights Decay All Day, Too!



Colgate's with Gardol stops mouth odor all day for most people... with just one brushing! And of all leading toothpastes,* only Colgate's contains Gardol to form an invisible, protective shield around your teeth that fights tooth decay all day... with just one brushing!

So to fight both bad breath and tooth decay all day, use Colgate's with Gardol—world's largest selling toothpaste!

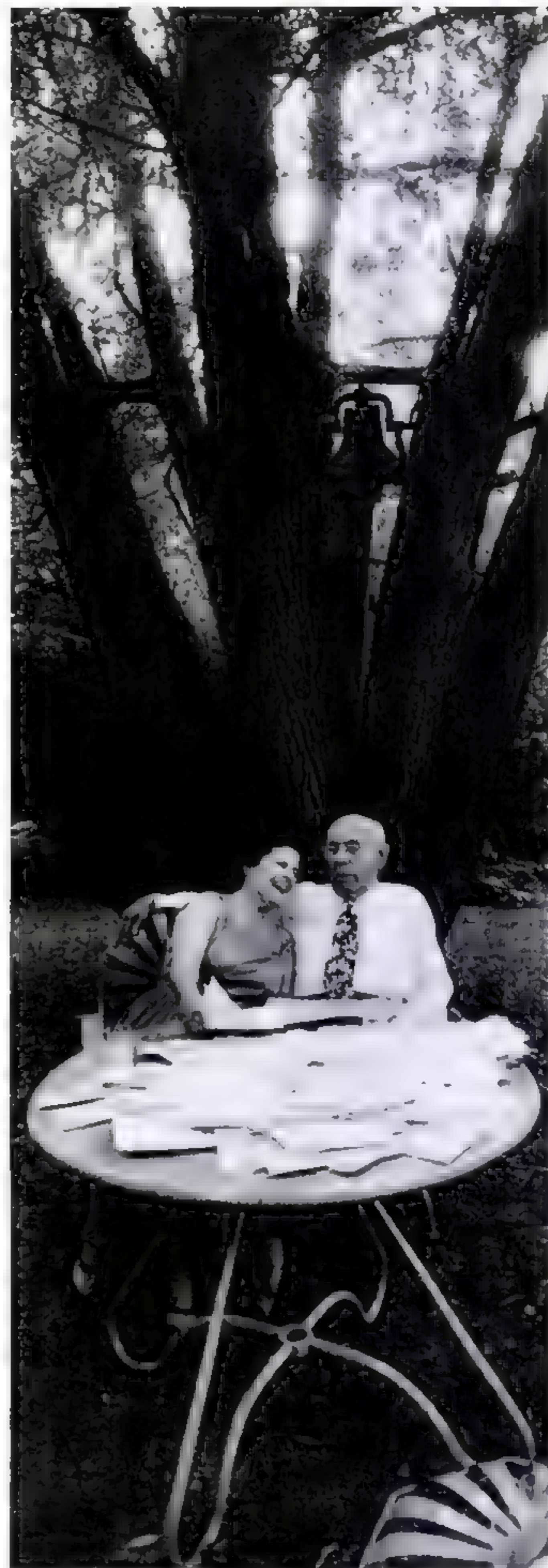


Gardol's invisible shield fights tooth decay all day... with just one brushing.

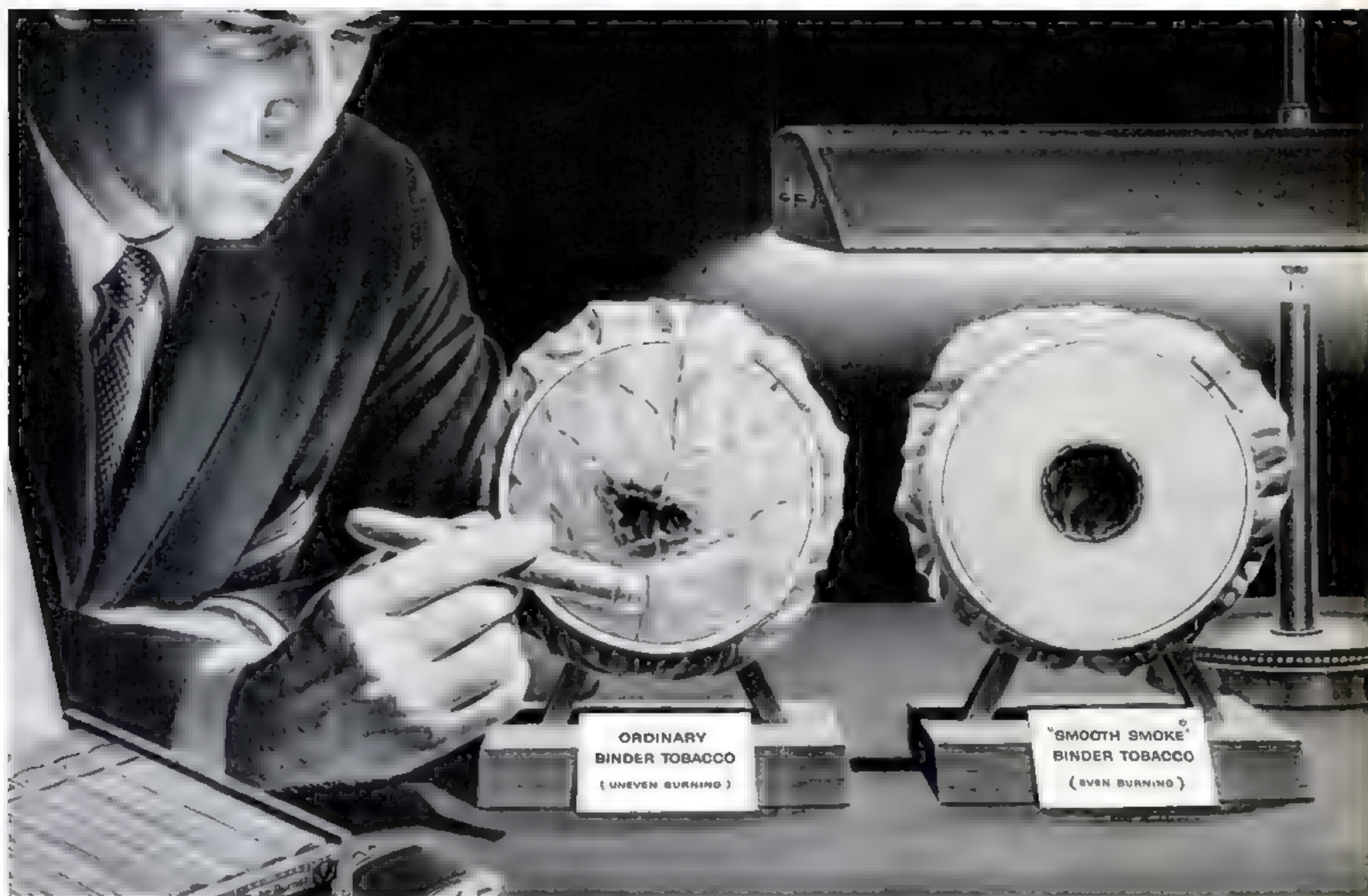
*THE TOP THREE BRANDS AFTER COLGATE'S.

GARDOL IS COLGATE'S TRADE-MARK FOR SODIUM GLUCONATE.

CLEANS YOUR BREATH WHILE IT CLEANS YOUR TEETH



AFTER THE PARTY Kresge reminisces under a spreading willow tree on lawn of his Pennsylvania home with his wife, Clara. On table are some of hundreds of congratulatory letters and telegrams that poured in from friends and family.



Ordinary binder tobacco (left) has veins, burns unevenly and varies in mildness. New "Smooth Smoke" (right) burns easily and evenly, with an unvarying mildness never before possible.

ANNOUNCING: an entirely new form of tobacco SMOOTH-BURNING and VEINLESS!

Makes the new Robt. Burns so mild, so smooth, yesterday's cigar will seem out-of-date

This announces an entirely new form of binder tobacco.

A way has been found to turn natural tobacco leaves into a light, golden-brown sheet, absolutely smooth.

Cigar men agree this is one of the biggest steps forward in more than 100 years. It took more than 12 years of research by the makers of Robt. Burns. This new veinless tobacco is now used as the binder leaf in all Robt. Burns Cigars and Robt. Burns Cigarillos.

We call this new discovery "Smooth Smoke."

When you try the new Robt. Burns, we feel sure you will agree—a fine new mildness, flavor and aroma are brought to your smoking enjoyment.

Try a new Robt. Burns today. 5 popular cigar shapes from 2/25¢ to 25¢ each; and Robt. Burns Cigarillos, "the change of pace" smoke—5¢.



Fine aroma; unvarying good flavor.



Light-tasting; supremely smooth.



Long white ash. even, easy burning.

ENJOY  IN THE NEW **Robt. Burns**

TRADE MARK. GENERAL CIGAR CO., INC.

These carriers with



EARLY this week, a group of big automotive carriers cleared the yards of six giant U. S. plants and rolled out into the night. Balling the jack. Because their steel racks held something they had never held before.

They were loaded with a new kind of car.

With four series—eighteen models—of a new kind of car called the Edsel.

And the delivery date is urgent.

covered cars are headed in your direction



The Edsel makes its public debut in September.

Maybe you'll see some of these carriers loaded with covered cars on your roads in the next few days.

If you do, you might call to mind what one of their drivers said before he started out. The driver lifted the cover on one of the Edsels in his load and looked it over very carefully. And what he said, plainly and forcibly, was:

"Man, would I like to have one of these."

EDSEL

**New member of the Ford family of fine cars
See it at your Edsel Dealer on September 4**

EDSEL DIVISION • FORD MOTOR COMPANY • DEARBORN, MICHIGAN

IMPORTANT SKIN DISCOVERY FROM JOHNSON & JOHNSON

THE FIRST TRULY EFFECTIVE MEDICATED POWDER

FOR BABY... AND ALL THE FAMILY



Only powder that clears up and prevents even "problem" diaper rash

New, exclusive formula stops not only ordinary diaper rash caused by wet-diaper friction—but sore, difficult *ammonia dermatitis*.

Completely clears up rashes, chafing, urine scald—prevents their return. Ends ammonia diaper odor.



Stops more kinds of skin irritations than any other medicated powder

The formula has two special antiseptics...relieves the most *stubborn* irritations as well as simple heat rash, itches, insect bites.

And you can use it with confidence. It's been *hospital-proved safe* for the most sensitive skin.



Exclusive absorbent action keeps skin cool, dry—in hottest weather

The moment you smooth on Johnson's Medicated Powder, you feel more comfortable. Its thirsty absorbing agents dry up moisture *fast*.

And it's silky-soft, never gritty. Clings gently, smells fresh and clean. Try it for girdle chafe... on feet and underarms, too.



4 ounces, 49¢

NEW Johnson's Medicated Powder



AT AGE 4 Barbara White posed for LIFE on adoptive parents' Jersey farm with drum and empty incendiary bomb.



AT AGE 20 Barbara, now Mrs. P. D. Walker Jr., sits on a porch at Harlingen, Texas where husband is stationed.

New Journey for Margaret

In 1940, at Britain's lowest wartime ebb, Journalist William L. White arrived in London to cover the bombing raids and, if possible, execute a special commission for his wife Katherine—find a war orphan they could adopt. He found an engaging, though completely dazed and terrified, little 3-year-old with neither home nor parents. White, son of the famous Emporia, Kan. editor William Allen White, took his charge back to New York, adopted her and made her,

a year later, the subject of his best-seller *Journey for Margaret* (LIFE, Dec. 8, 1941) which was made into a movie starring Margaret O'Brien.

Little Barbara White, the real "Margaret," forgot her wartime terrors, grew up a happy American girl, and two years ago entered Stanford. This summer "Margaret" married a Stanford man, now 2nd Lieut. Paul David Walker Jr. of Claremont, Calif., and set out on the second important journey of her life.

NEWLY WEDDED BARBARA WHITE WALKER AND AIR FORCE HUSBAND STEP HAPPILY FROM EMPORIA, KAN. CHURCH



CONTINUED

HOUSEHOLD HINTS



from the
Weldwood Wizard



Cover Exposed Table Edges With Weldwood Flexible Wood-Trim. It's easy to finish plywood or lumber edges with this real wood veneer. Applied with Presto-Set Glue, Flexible Wood-Trim will not chip, split, or peel. Comes in 7 woods: oak, birch, walnut, African mahogany, Sonora, fir, and Korina®. Handy 8-foot rolls, 1" wide, 89¢.



Fix Outdoor Wood Furniture With Weldwood Waterproof Resorcinol Glue. New easy-to-mix adhesive resists everything from snow to boiling water. Mix, apply to both surfaces, clamp, and let set overnight. ¼-pints, \$1.00; pints, \$3.10; quarts, \$4.90.



Mount Photographs With Weldwood Presto-Set Glue. Apply this even-flowing, quick-bonding white glue to backs of photos, mount, and you're finished. Pictures stay flat and neat permanently. Presto-Set won't stain, washes off hands and clothing. Many household uses. Use it right out of the tube, squeeze bottle, or jar. From 19¢ to \$2.39.

Weldwood® Wizards

ADHESIVES, FIRZITE®, SATINLAC®,
FLEXIBLE WOOD-TRIM®
On Sale at
Hardware and Lumber Dealers



SPECIAL TRIAL OFFER **SAVE 58¢**
United States Plywood Corporation
55 West 44th Street, New York 36, N. Y.
Mail us this coupon with 50¢ and you'll receive a
roll of Flexible Wood-Trim in a versatile light
wood, and a ¾-oz. tube of Presto-Set Glue—a
\$1.08 value for only 50¢ **18-1957**

Name

Street

City State

Welcome, brother, if you're a Bourbon Man



To a Westerner, hospitality without Bourbon
is like a handshake without warmth.
Old Hickory shows you why.
Great Bourbon enriched by extra years.
The best friend ice ever had.
With it you rediscover Manhattans,
make Old Fashioneds new.

OBSERVED IN THE BEST CIRCLES

OLD HICKORY

Straight **BOURBON** *Whisky*

SIX YEARS OLD

86 PROOF • ALSO IN 100 PROOF BOTTLED IN BOND • OLD HICKORY DISTILLERS COMPANY • PHILA., PA.

MARGARET CONTINUED

FATHER OF BRIDE,
now publisher of *Empire
Gazette* leaves church.
After *Journey* he wrote an-
other wartime best-seller,
They Were Expendable.

A BRIDAL DRINK is
served at reception. Wed-
ding cake ordered from
New York did not come in
time so local ladies pitched
in, baked fancy substitute.



Looking at houses?

LOOK FOR THIS SIGN OF A BETTER BUY... *Thermopane!*



For only \$14,500 you can buy this Levittown "Pennsylvanian" with insulated sliding glass doors of Thermopane!



This is one of five different styles of the "Pennsylvanian" constructed in Levittown, Pa., by the famous builders, Levitt and Sons. The price of \$14,500 includes the 70' x 100' landscaped lot, all-electric kitchen and four bedrooms. Decorator: Alice D. Kenny.

Doors like this give you a wonderful new kind of wall that makes any house more fun to live in!

A wall that's *transparent* so you can always see out.

A wall that *opens* so you can glide it aside in summer to step in or out.

A wall that's *insulated* so you stay more comfortable even in the coldest winter weather.

Every window and door your builder glazes with *Thermopane* insulating glass brings you closer to a *completely* insulated house. He saves you just that much more money in heating (and air-conditioning) bills. You stay more comfortable. Your home is more valuable. And you'll never have to worry about *storm* *rash*! *Thermopane* is self-insulating!

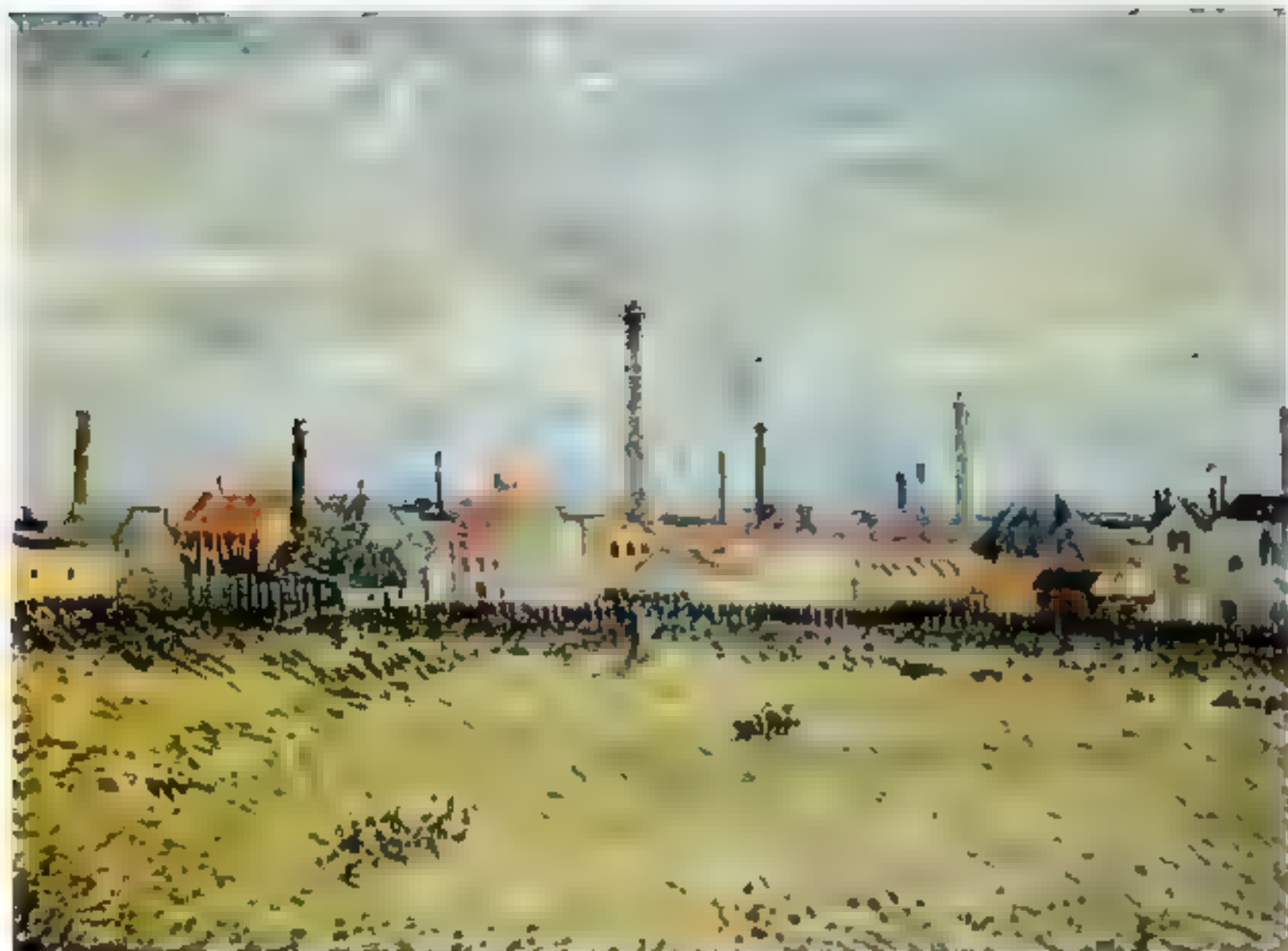
For our free *Thermopane* book, call your L-O-F Distributor or Dealer (listed under "Glass" in the yellow pages). Or write Dept. 2587, Libbey-Owens-Ford Glass Company, 608 Madison Ave., Toledo 3, Ohio.



Thermopane

INSULATING GLASS

LIBBEY • OWENS • FORD GLASS COMPANY
TOLEDO 3, OHIO



FACTORIES AT CLICHY, painted by Van Gogh around 1887, was bought by New York dealers, M. Knoedler & Co. It formerly belonged to the late banker, Wilhelm Weinberg of Scarsdale, N.Y.

Premium Prices for Paintings

OILS SET AUCTION RECORDS

Within the past few weeks the two paintings on this page have made art market history. Up for auction abroad, they brought two of the highest prices ever recorded at sales of 19th and 20th Century art. The biggest record-breaker was the still life below by Gauguin which was sold in Paris for \$297,000, the highest price ever paid for a modern work. In more conservative London the Van Gogh landscape at left went for the more modest price of \$86,800—but that was the highest sum the famous auction firm of Sotheby & Co. had ever obtained for a single painting.

Such soaring prices have left both art dealers and auctioneers gasping. But avid art buyers, who at auctions of the past season have spent more than \$9 million in New York City, \$12 million in London and \$10 million in Paris, continue to boost the boom and make canvas the most expensive material in the world.



STILL LIFE WITH APPLES, painted by Gauguin in 1901, was bought by Greek shipping tycoon, Basil Goulandris, who had to pay an additional 16.7%

in French taxes. Painting was one of 46 from the collection of the late Margaret Biddle of Philadelphia which was auctioned at the Galerie Charpentier



They tried to tell me, but I wouldn't listen...

Just six years ago Mark and I were married.

I'll never forget how we furnished our first apartment! I made lists like mad and we dashed around in a starry-eyed daze buying all sorts of impractical things.

Oh, Mother and Aunt Charlotte tried to talk some sense into me, but I was too young to appreciate . . . or even listen to advice.

But now, with Suzy growing up, I wish I hadn't been so independent. Mark and I have

learned the hard way that it's wiser to get a few good things in the beginning . . . possessions that grow old gracefully and don't have to be replaced later on.

To celebrate our anniversary, we bought one of the "good things"—a set of International Sterling. Just think! After putting up with makeshift tableware for six years, I have precious *solid silver*—the loveliest and the best!

International Sterling is one of the most satisfying

possessions a woman can own. One of the very few that grows more beautiful with use and time.

When you choose *your* family silver ask your jeweler to show you International Sterling. There are many lovely patterns to choose from, and you can start your collection with a piece or a place setting.

Or take home your "Family Living Set"—a 42-piece service for eight in a handsome Designer's Chest. Start using it now and pay for it later if you wish. Just a few dollars a week.

International Sterling

The solid silver with beauty that lives forever

ALL PATTERNS MADE IN U.S.A. Many also made and available in Canada. The International Silver Co. Meriden, Conn.



it's proven!
Sebb Stops Dandruff



now MAX FACTOR
SEBB® SHAMPOO

brings you the joy of hygienically clean hair and scalp

Maybe you and your husband don't wash your hair in a bowl; or maybe you do. But, however you shampoo, your hair never felt so clean as it will now... with sparkling, new liquid Sebb Shampoo that smells like bottled sunshine.

Sebb Shampoo gently washes dandruff and itching scalp out of your life. Regular use frees you of dandruff problems.

Light, quick-foaming, it cannot dry hair. Instead, Sebb Shampoo leaves your hair silky soft, easy to manage, and lustrous with life. Only healthy, hygienically clean hair can be truly beautiful hair. Make Sebb Shampoo your regular family shampoo.

Family-size unbreakable bottle \$1.25

For severe dandruff and itching scalp Max Factor also recommends use of Sebb amazing scientific formula between shampoos. Results guaranteed, if used regularly, or money back. 8-oz. bottle \$1.50



PREMIUM PRICES CONTINUED

SALE AT SOTHEBY'S



PREVIEWING PAINTINGS at the Wemberg auction, U.S. Ambassador John Hay Whitney studies Van Gogh landscape in London's Sotheby gallery.



DISPLAYING ART at sale, attendant lifts painting over audience in main room. A thousand attended sale which was televised to crowd in nearby rooms.



CONGRATULATING BUYER of the Van Gogh, New York dealer Fred Schoenman (left) greets Knoedler director George Davey, whose \$87,000 bid won.

CONTINUED

Lucky Strike Means Fine Tobacco... and

Fine tobacco alone tastes right!

This is your money's worth. This is a Lucky. What's in it for you? Just the most famous tobacco in America—naturally light, wonderfully right tobacco that's Toasted to taste even better. It's a LIGHT smoke—the best-tasting cigarette you ever smoked!



LIGHT UP A light SMOKE—LIGHT UP A LUCKY!

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Your
chubby
lass
can be
belle
of her
class

Combed yarn
gingham dress
in colorful fall
plaids. \$5.98

If your favorite little girl is on the plump side, dress her in Chubbettes and see her blossom into a lovely lass—as happy and self-assured as her slimmer schoolmates. Chubbettes are created for the chubby-size young figure—a perfect combination of fit, comfort and slenderizing design.

free! "POUNDS AND PERSONALITY"—a booklet for parents of a chubby girl (understanding her problems, talent development, shyness, tactless remarks, the "game" of dieting, etc.) Written by Dr. Gladys Andrews of New York University's School of Education.

Chubbettes A product of L. GIDDING & CO., INC.
Available coast to coast at stores that care

dresses	suits	skirts
blouses	shorts	
sneakers		

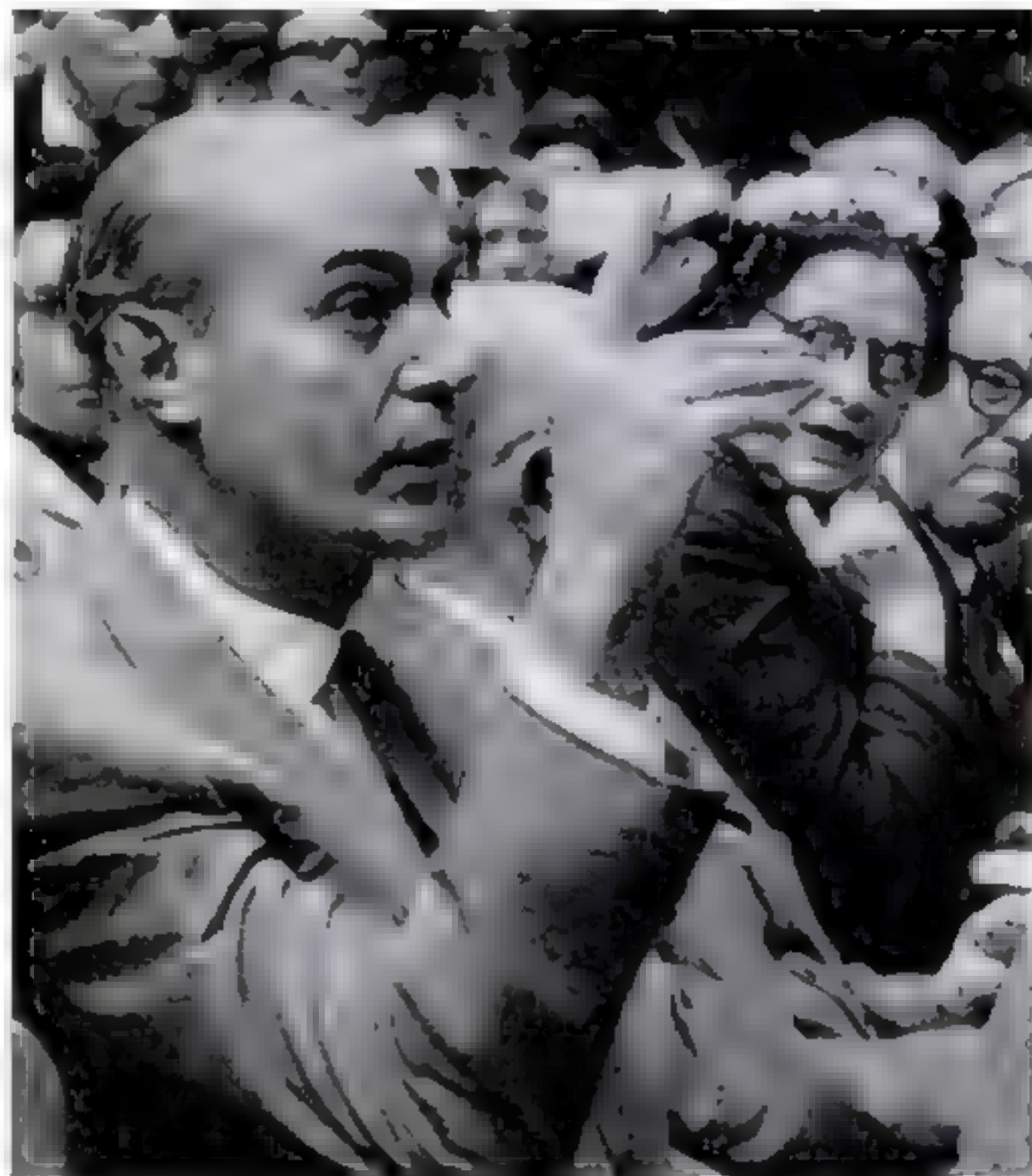
Apparel designed to make girls 6 to 16 look slimmer

CHUBBETTES, Bound Brook, N. J.
Please send me the items checked:
☐ Dr. Andrews' Booklet ☐ Chubbette Fashion Catalog
☐ Name of nearest store selling Chubbettes

Name _____
 Address _____
 City _____ Zone _____ State _____

 (nearest large city or shopping area)

PREMIUM PRICES CONTINUED



GOULANDRIS IN ACTION bids \$297,000 by lifting finger. Bidding began at \$70,000, went up \$2,800 at a time as Paris dealer competed with Goulandris.

HIGH-BIDDING GREEK

"Who is that type?" exclaimed an American at the Biddle auction in Paris as a bald-headed man coolly bid \$297,000 for a Gauguin still life. "Type!" retorted an auction official. "For that money the least you can do is call him Monsieur." The high-bidding gentleman was Basil Goulandris, head of the Orion Shipping & Trading Company, one of the world's largest cargo carriers. Goulandris is the third of the Greek shipping magnates who have become top art collectors. But unlike his compatriot Aristotle Onassis, who carries part of his collection about on his yacht, or Stavros Niarchos, who scatters his paintings among his many homes on two continents, Goulandris keeps all his art in his Fifth Avenue apartment in New York.

Born 44 years ago on an Aegean island, Goulandris came to the U.S. after World War II and with his four brothers launched the Orion Company. Since then his fleet has grown to 100 ships, his fortune to millions of dollars. A collector of post-impressionist paintings for 20 years, Goulandris has until now bought modestly. But though he paid more for the Gauguin than Niarchos paid for any painting in the Robinson collection (LIFE, April 15), Goulandris disavows any competitive impulse. "I wanted a Gauguin," he explains, "so I bought one."



ACCEPTING FINAL BID, auction "crier" signals that Goulandris has won painting. When bidding reached the top levels, audience burst into applause.



Enlarged from a snapshot taken on new Kodak Verichrome Pan Film

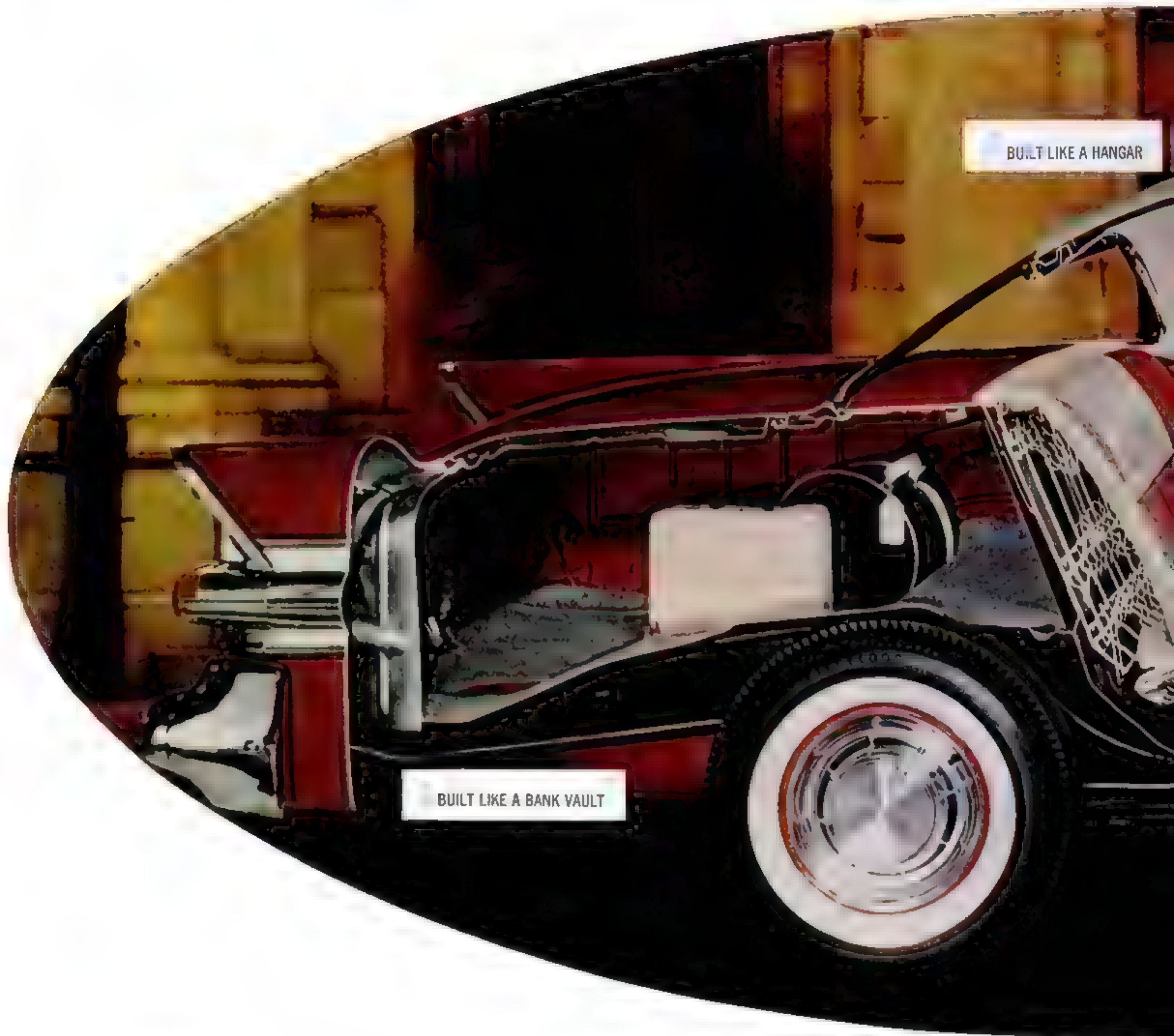
For the best snapshots you ever took... the great new Kodak Verichrome Pan Film!

Now the same type of film professionals use is available for *your* camera. And what a difference it can make! New Kodak Verichrome Pan Film gives you richer, more sparkling snapshots than ever. It takes better pictures in *any* light—makes people, places, and pets look more lifelike, whether you shoot in bright sunlight, in shade, or with flash. Try new Verichrome Pan this weekend—and bring home the best snapshots you ever took.

The new film in the familiar yellow box

EASTMAN KODAK COMPANY . . . Rochester 4, N. Y.

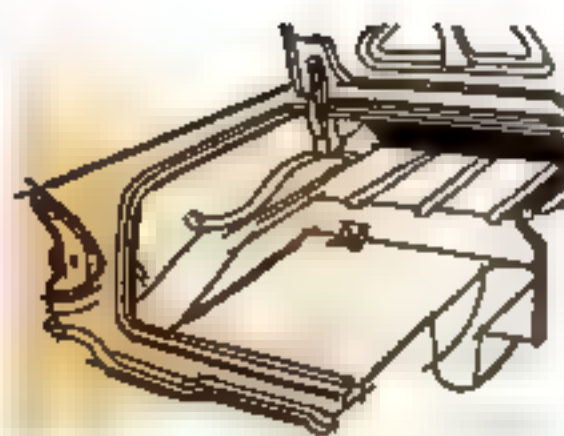




BUILT LIKE A HANGAR

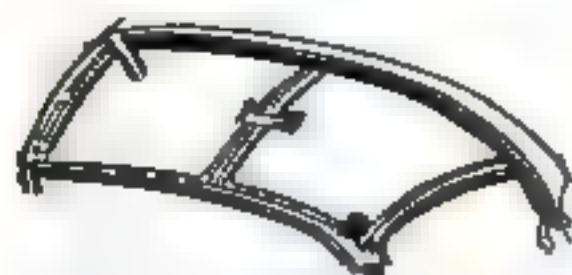
BUILT LIKE A BANK VAULT

5 extras that steel



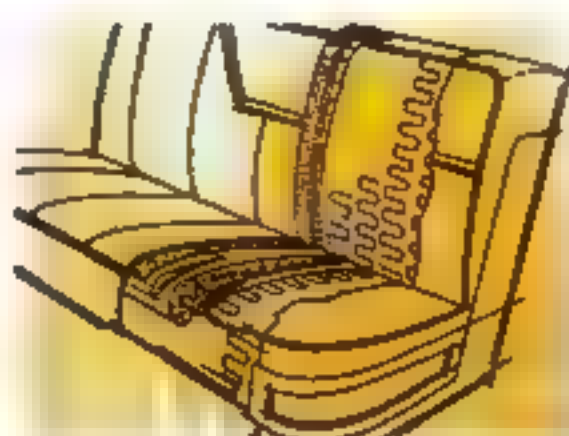
BUILT LIKE A BANK VAULT

—that's the luggage compartment of a Body by Fisher. It's a trunk *within* a trunk, lined with steel and built to exacting tolerances to lock out water and dust.



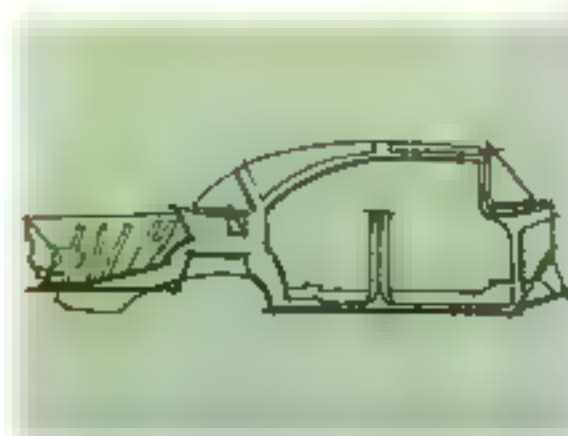
BUILT LIKE A HANGAR

—vaulted roof structure interlocked with rigid steel side members gives a Body by Fisher *extra* strength. This also saves precious space—gives more “living room” inside.



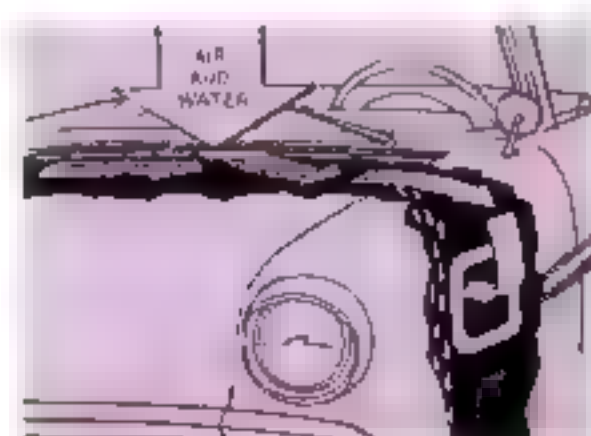
BUILT LIKE A BED

—sink back in the seat of a Body by Fisher. The springs are “S”-shaped—virtually “bottomless.” They're topped with downy cotton blankets *and* foamy cushions.



4 BUILT LIKE A BRIDGE

—that's the framework of a Body by Fisher. Sturdy box-type girders and roof rails are anchored to a solid steel foundation, making one integrally joined unit.



5 BUILT LIKE A SNORKEL

—that's the waterproof ventilation system of a Body by Fisher. Steel baffles and outlet ducts take the rain water out of the air. You get clean, fresh, *dry* air—even during heavy rains!



Pontiac Star Chief Custom Four-Door Catalina

the show

We call them "muscles"—muscles of *steel*!

They lie beneath the skin of a Body by Fisher: the rugged box-type girders of heavy-gauge steel; the *double* walls of the luggage compartment; the resilient "S"-shaped seat springs; the other "extras" that give a Fisher Body its strapping build.

These are muscles you can *feel*. You feel them in the solid comfort—the built-in sense of security—the sheer *physical stamina* of a Body by Fisher.

No other car body is as well-muscled as a Fisher Body. Because no other body is designed and built with such care.

Care—and caring—make the difference. That is how it has been since the first Fisher bodies were built. That is how it is today in all General Motors cars, the only cars with Body by Fisher.

Body by Fisher



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U.S. Premiere for Famous Tales of a Donkey

To millions of children—and grown-ups—in the Spanish-speaking world, a little donkey named Platero is as familiar as Winnie-the-Pooh or Peter Rabbit is to readers of English. "Platero," wrote his creator, "is a small donkey, a soft, hairy donkey: so soft to the touch that he might be said to be made of cotton, with no bones. . . . I call him softly, 'Platero?' and he comes to me at a gay little trot that is like laughter of a vague, idyllic, tinkling sound. . . . When on Sundays I ride him through the lanes in the outskirts of the town, slow-moving country-men, dressed in their Sunday clean, watch him a while, speculatively: 'He is like steel,' they say. Steel, yes. Steel and moon silver at the same time."

The man who wrote this is Juan Ramón Jiménez, a Spanish poet who won the 1956 Nobel Prize for Literature and, at 75, is a living legend in the Spanish-speaking world. His best-known book, *Platero y yo* (*Platero and I*), is a warmly humorous and moving evocation of his young manhood in his



JIMÉNEZ

native town of Moguer (*below*) in southwest Spain. This week the University of Texas Press will publish the first authorized and complete English-language translation of it, by Eloise Roach. To celebrate this introduction of the great work to its English-language audience, *LIFE* sent Photographer Mark Kauffman to Moguer to recreate the scenes of which Jiménez wrote. His photographs are printed in the following pages along with Miss Roach's translations of nine of the short pieces of poetic prose that compose the book.

The simple style and compact storytelling of *Platero* make it ideal for young readers. But beneath its charm lies a poetic distillation of love and sorrow, life and death, violence and peace, in a setting that seems universal. To Jiménez, who left Spain after the start of the Civil War in 1936 and now lives in Puerto Rico, *Platero and I* conveys much of what he has tried to say in a lifetime of poetic writing. But of his art, Jiménez says, "God is my favorite poet."



CHAIR OF JIMÉNEZ,
ON FAMILY ESTATE, FACES
SCENE OF BOOK



MOGUER CHILDREN PLAY
WITH A SILVERY DONKEY
JUST LIKE PLATERO



APRIL IDYL

The children took Platero with them to the brook of the poplars, and now they are bringing him back trotting, in the midst of pointless playing and senseless laughter, loaded with yellow flowers. It rained on them down there—that fleeting cloud which veiled the green meadow with

its threads of gold and silver on which there trembled, like a lyre of tears, the rainbow. And in the drenched hair of the little donkey the wet bellflowers are still dripping.

Fresh, gay, sentimental idyll! Even Platero's braying sounds tender under the sweet, rain-drenched load. From time to time, he turns his head and bites off the flowers his big mouth can reach. The white

and yellow blooms hang for a moment from his mouth, streaked with his greenish slaver, then disappear into his round, cinched belly. If one could only eat flowers like you, Platero, and not suffer.

Ambiguous April evening! The brilliant eyes of Platero reflect the hour of sun, against whose setting above the field of San Juan is seen another rosy raveled cloud raining.

Photographed for LIFE by MARK KAUFFMAN

CONTINUED

ANTOÑILLA

The brook was so full that the yellow lilies, hardy gold band of its banks in summer, were drowning in isolated dispersal, bestowing their beauty petal by petal on the swift current.

Where would Antoñilla, in that Sunday dress of hers, be able to cross it? The stones that we tried sank in the mud. The girl walked up along the bank as far as the poplar hedge to see whether she could cross there. She could not. . . . Then in a gallant gesture I offered her Platero.

As I addressed her, Antoñilla blushed all over, her blushes burning the freckles that modestly framed her gray eyes. Then suddenly she burst into laughter and leaned against a tree. . . . Finally she made up her mind. She threw her pink woolen shawl on the grass, took a running start, and, nimble as a greyhound, landed on Platero, letting her legs hang on each side, hard legs whose unsuspected ripeness was encircled by the red and white stripes of her coarse stockings.

Platero pondered a moment, and, in a sure leap, he reached the opposite bank. Then, as Antoñilla, between whose bashfulness and me the brook now lay, spurred him with her heels, he went trotting across the plain, accompanied by the gold and silver laughter of the jolting, dark-skinned girl.

There was a fragrance of lilies, of rain, of love. Like a crown of thorny roses, the line that Shakespeare gave Cleopatra to speak rounded out my thought:

"O happy horse, to bear the weight
of Antony!"

"Platero!" I called out discordantly, feeling outraged and angry. . . .

*ANOTHER PLATERO
PREPARES TO CROSS BROOK
WITH A MAID*



BREAD IS CARRIED BY MOGUER BAKER'S SON



BREAD

I have told you, Platero, that the soul of our town is wine, have I not? No: the soul of our town is bread. Moguer is like a loaf of wheat bread, white inside like the crumb and golden on the outside like the soft crust.

At noon, when the sun is at its warmest, the town begins to smoke and to smell of pine wood and warm bread. The whole town opens its mouth. It is like a huge mouth that eats a huge loaf of bread. Bread is life. It goes with everything: with the oil, the stew, the cheese, and the grapes, giving its flavor of kisses; with the wine, the soup,

THE CHILD AND THE WATER

In the barren and burning dryness of the big, dusty barnyard, which, no matter how lightly one treads, covers one with fine white dust up to the eyes, the child is at the fountain, forming with it a frank and smiling group. Although there is not a single tree there, a word fills your heart on approaching, a name which the eyes seem to read on the Prussian-blue sky with letters of light: "Oasis."

Morning is already noonday warm and the harvest fly shrills from its olive tree in the yard of San Francisco. The sun beats down on the child's head, but he, absorbed in the water, does not feel it. Lying on the

ground, he holds his hand under the living stream of water gushing from the spout, and the water forms in his hand a trembling palace of coolness and grace, which his black eyes regard enraptured. He talks to himself, sniffs, scratches himself here and there through his rags with his other hand. The palace, always the same and constantly renewed, oscillates at times. Then the child withdraws within himself, constrains himself, sinks within himself so that not even the beating of his blood, which distorts the so-sensitive image, may rob the water of the form he has caught in it.

Platero, I do not know whether you understand what I am saying: but that child holds my soul in his hand.



the ham, with itself, bread with bread. Also it may be bread alone, like hope, or bread with an illusion. . . .

The bakers' boys come on their trotting horses and stop before each closed door. They clap their hands and call out:

"Bread! Bread!"

Baskets are held up by bare arms; one hears the thud of the quarter-loaves as they fall against the buns, the large loaves falling against the rolls. . . .

And poor children immediately ring the bell at iron gratings or knock at heavy doors and cry, sending plaintive echoes down the corridors:

"A little bit of bread, please!"

COOL FOUNTAIN SERIES A THIRSTY BOY

CONTINUED



THE LOCKED GATE

Whenver we went to the Diezmo store, I would always return along the wall on San Antonio Street and stop at the locked grilled gate leading to the open country. I would place my face against the bars and look to the right and to the left, straining my eyes cagerly as far as my sight could reach. From its very threshold, worn and lost in the nettles and mallows, a path starts and disappears, downgrade, at Angustias. And below its hedge there is a wide, low road that I have never traveled . . .

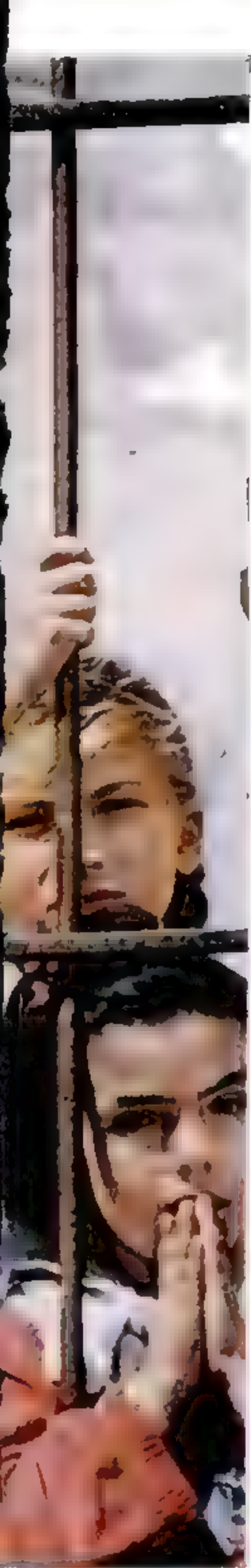
What a magical fascination it was to see, through the iron squares of the gate, the selfsame landscape and sky outside it. It was as though a roof and wall of illusion separated this particular view from the rest, to leave it alone behind the closed grille. And I could see the highway, with its bridge and its smoke poplars, and the brick kiln, and the Palos hills, and the steamers of Huelva, and, at nightfall, the lights of Riotinto wharf, and the tall and lonely eucalyptus tree of Arroyos against the purple of the fading sunset . . .

The storekeepers used to tell me,

laughing, that the gate was not locked. . . . In my dreams, with the transmutations of unchanneled thought, the gate opened into the most prodigious gardens, into the most marvelous fields. . . . And just as one time, trusting a nightmare I had had, I tried to fly down the marble stairway, time and again I went of a morning to the gate, convinced that I would find behind it what my imagination added. I do not know whether consciously or unconsciously—to reality . . .

*THROUGH LOCKED GATE
MOGUL'S CHILDREN
STARE OUT AT COUNTRY*

*DARK FIGURES
PASS THE DOORWAY
OF LITTLE IDIOT*



THE LITTLE IDIOT

Every time we returned by San José Street the little idiot would be sitting at the door of his house, watching people pass. He was one of these wretched children to whom the power of speech and the gift of beauty never come; gay in himself, sad to look upon; all in all to his mother, nothing to others.

One day, after the evil black wind had passed by the white street, the child was no longer at his door. A bird was singing in the deserted threshold, and I was reminded of Curros, more the father than the poet, who sought in vain for the spirit of his lost child among the yellow-winged Galician butterflies:

"Volvoreta d'aliñas douradas . . ."
("Butterfly of the golden
winglets . . .")

Now that spring has come, I think of the little idiot who went to heaven from San José Street. He must be sitting in his little chair beside the roses watching with re-opened eyes the golden passing of the blest.

*BIRD FLUTTERS
BY THE DOORWAY WHERE
THE LITTLE IDIOT LIVED*



THE COCKFIGHT

I do not know to what I can compare that indefinable physical discomfort, Platero. . . . Why was I there or who took me there? The warm winter noonday seemed to me like a French horn in Modesto's band. . . . There was a smell of new wine, of belched sausage, of tobacco. . . . The deputy was there, with the mayor and Litri, that fat and glossy bullfighter from Huelva. . . . The fighting pit was small and green; and it was flanked by congested faces overflowing the wooden enclosure, faces congested like the

entrails of slaughtered cattle or hogs, faces where the vulgar heart showed through in eyes bloodshot with the wine, the heat, and the excitement of the carnage. The shouts came from the eyes. . . . It was warm, and everything—such a small world, that of the cockfight—was closed.

And in the broad ray of sunlight, which clouds of slow blue smoke ceaselessly crossed, drawing upon it as on a sort of turbid glass, the poor English cocks, two monstrous harsh red flowers, were tearing each other, spiking each other's eyes, piercing one another in rhythmic leaps, with man's hate, goring each

other completely with their lemoned or poisoned spurs. They made no noise at all, they saw nothing, they were not even there. . . .

But what about me? Why was I there, and so sick? I do not know. From time to time I turned to look with infinite longing through a torn canvas that, trembling in the wind, resembled the sail of a boat, at a healthy orange tree that in the pure sunshine outside scented the air with its load of orange blossoms. . . . How good to be—thought my soul—an orange tree in bloom, to be the fresh wind, the high sun!

. . . And yet I did not leave. . . .



MOGUER COCK IS WEIGHED BEFORE FIGHT

BENEDICTION

Platero, I said to him, let us wait for the ox wagons. They bring with them the murmur of the distant forest of Doñana, the mystery of the pine grove of Las Animas, the freshness of Las Madres and Dos Fresnos, the odor of La Rocina. . . .

I took him, handsome and elegant, to please the girls along Fuente Street, in the low, whitewashed eaves of which the hesitating evening sun was dying in pale rosy ribbons. Then we placed ourselves beside the hedge of Los Hornos, from which the whole road of Los Llanos is visible.

The ox wagons were already coming uphill. The soft sprinkling of holy water was falling on the green vineyards like a passing

blue-gray cloud. But the people did not even raise their eyes to see it.

The gay bridal couples passed first, on donkeys, mules, and horses decorated in the Moorish manner and with braided manes: the bridegrooms gaily boisterous, the brides modestly grave. The rich, vivid multitude went and came, caught up with each other in senseless bedlam. Then came the carriage of the drunkards, noisy, violent, and disorderly. Behind them, the oxcarts, like beds draped in white, with dark-eyed, firm-fleshed, fresh-cheeked girls sitting under the canopy playing tambourines and screeching *sevillanas*. More horses, more donkeys, and the bald, lean, red foreman, his wide-brimmed hat hanging down his back and his golden wand resting on his stirrup:

"Long live the Virgin of the Benediction! . . ."

At last, gently drawn by two huge, docile oxen, who looked like bishops, their foreheads ornamented with vivid colors and small mirrors in which the damp sun glittered, the Sinless One, all amethyst and silver, nodding with the uneven gait of the oxen, in His white carriage covered with flowers like a well-laden garden of withering blooms.

In the distance and smothered in the pealing of bells and the noise of fireworks and the hard clash of horses' hooves on the stones, the music was becoming audible.

Platero then bent his forelegs, and, mild and humble and confident, he knelt—a trick of his—as a woman might.



ANGELUS

Look, Platero, how roses are falling everywhere: blue roses, pink ones, white ones, roses with no color. One might say that the sky is dissolving in roses. See how my forehead, my shoulders, my hands, are covered with roses. . . . What shall I do with so many roses?

Do you perhaps know where all this tender flora comes from, for I myself do not know its source, which each day softens the landscape and leaves it sweetly rosy, white, and blue—more roses, more roses—like a painting by Fra Angelico, he who used to paint glory on his knees?

It might be thought that roses are being thrown down from the seven heavens of Paradise. As in a warm and vaguely colored snowfall, the roses fall on tower, on roof, on trees. Look: everything harsh turns delicate with their adornment. Roses, roses, roses. . . .

It seems, Platero, while the Angelus rings, that this life of ours loses its everyday strength and that another force within, more high-minded, more constant and pure, makes everything—as though fed from a reservoir of grace—rise to the stars, which are already shining among the roses. . . . More roses. . . . Your eyes, which you cannot see, Platero, and which you raise humbly to the sky, are two beautiful roses.

*ROSY TINTS BATHE
MOGUER AS SUN
SINKS ON TOWN*



Getting young America ready has been *PENNEY'S*



This year the crowd says it's the

His "first team" for Fall... it's Penney's own "University" styling, 100% in the right league. Coats and strap-back slacks feature new slimmer lines. Shirts are correct with 3-button collar, box pleat back. All are specially built for Penney's with stamina to match their style.

3-button wool sport coats, expensively tailored in smart stripes. Sizes 10 to 20 . . . 12.95

Wool-Orlon® flannel slacks machine wash (lukewarm water). Sizes 10 to 20 . . . 7.95

Sanforized† cotton twill buckle-back slacks. Machine washable. Sizes 4 to 20 . . . 2.98

Woven stripe button-down shirts in pre shrunk† combed cotton. Sizes 4 to 18 . . . 2.49

White oxford button-down dress shirts. Sanforized† combed cotton. Sizes 4 to 20 . . . 1.98

†Won't shrink more than 1%

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Because you can save and be sure with Penney brands, they're tested for quality, for wear in Penney's own testing laboratory.
Because you like to save money every day.

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When Mother went to school in middies and gym bloomers, grandma knew where to get them...at Penney's. For generations, Penney's has studied the students...what they want...what they need...what will hold up to active school life.

Months before the school bells ring, Penney buyers have shopped hundreds of top children's Fashion manufacturers...watching leading trends...testing fabrics and garments...bargaining to get prices down to the bare minimum...picking the nation's finest back-to-school wardrobes for our 1691 Penney stores and their customers!

Weeks before the first roll is called, Penney's turns into a schoolhouse of fashions...the latest, the smartest in the land. Yesterday it was the pinafore and knickers...today it's the University look!

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you'll live better
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University look...and Penney's has it!

Meet the Penney Trim Twin sets, our skirt and two blouse coordinates in America's finest cottons, Wamsutta, Springs Mills, Galey & Lord. Separates that snub wrinkles, machine wash and dry smooth so you can iron like sixty. Guaranteed size-fast. Shown are just a few of the sparkling patterns, fabrics and styles you'll find at Penney's!

3 to 6X set. Roll-up sleeve shirt in Springs Mills Catawba® cotton flirts a detachable bow. Ruffy blouse, and skirt with back-elastic, are Galey & Lord Yardstick® gingham. 3.98

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8 to 14 subteen set. Color-capped Wamsutta shirt. Slim buckle-back skirt and its plaid mate are crisp-for-life in Galey & Lord Tarpoon® plaid. 8.95

Penney shoes are scientifically fitted with the modern Brannock device...have extras like Sanitized® linings.

For boys, it's hop, skip or jump in Penney Grasshoppers, with the Talon Shu-Lok®. Sizes 6½-12 **8.95**, 2-6 **6.95**, 12½-3 **5.95**
Gals! University saddle black 'n whites. Plain or buckle-back. Bouncy crepe soles. Sizes 4-9 **4.98**, 12½-3 **3.98**, 8½-12 **3.79**

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ALWAYS FIRST QUALITY!

Here's why your family should be among the millions who use

ONLY GLEEM — the toothpaste for people who can't brush after every meal



JUST ONE BRUSHING
destroys decay- and
odor-causing bacteria



MOUTH BACTERIA,
CHIEF CAUSE OF DECAY, BUILD UP
OVERNIGHT LIKE THIS

PROOF



AFTER ONE GLEEM BRUSHING,
UP TO 90% OF THESE BACTERIA
ARE DESTROYED

When *your* family's out having fun like this—can they always brush after meals? Then make sure they start their day with the one and only Gleem—to get added resistance to decay . . . protection against mouth odor *all day*. Gleem with exclusive GL-70 completely destroys most bacteria with just *one* brushing. And you'll discover youngsters love Gleem's flavor so much it's easy to get them to brush regularly. So if your family can't always brush after meals, even though it's best, use Gleem . . . it meets this modern problem! .

Mouth odor stopped all day with *one* Gleem brushing. Scientific tests prove just brushing with Gleem before breakfast gives most people *all-day* protection against mouth odor, means a sweeter goodnight kiss! So start *your* day with Gleem.



ONLY GLEEM
has GL-70
to fight decay!



"PLATERO" TRANSLATOR, Eloise Roach, now a Spanish and French teacher in Austin, Texas, has a large collection of miniature donkeys.

How 'Platero' Came to U.S.

Thirty years ago Juan Ramón Jiménez was already the greatest figure in modern Spanish poetry. Yet he was quite unknown in the U.S., largely due to the immense difficulties of translating his rippling Spanish into English. *Platero*, which has sold over a million copies in Spanish, had been tried three times by translators, two Englishmen and an American, and given up as hopeless.

At that time Eloise Roach, a University of Texas student and a budding poet herself, fell in love with Jiménez' poetry and later translated 18 chapters of *Platero*. In 1936 she visited Madrid at the invitation of the poet and his Vassar-educated wife Zenobia (whose brother had founded the newspaper *La Prensa* in New York). The Jiménezes, who were friends of Robert Frost and Edwin Arlington Robinson and surprised Miss Roach by the way they could quote American poets as well as she, were enchanted with her translations and urged her to go ahead. But back in the U.S. she could find nobody interested in publishing and so, for 20 years, the project was shelved.

Now Jiménez will be known to Americans. After he won the Nobel prize three books were scheduled—Miss Roach's, another translation of *Platero* by William and Mary Roberts (published by Philip Dushnes) and an impressive *Selected Writings of Juan Ramón Jiménez* (Farrar, Straus and Cudahy). These give recognition to the man a Cuban critic called "the crucial figure of our literary world—a source of all present-day poetry of Spanish-speaking countries."



AROUND PLATERO'S GRAVE, near the house where Jiménez lived as a young man, children still play as the poet told Platero they always would.

Custom-made for gray hair!



New permanent plus hair beauty treatment

prevents gray-hair dryness and dullness

New, custom-made permanent plus beauty treatment for gray hair... all in one wonderful kit!

Actually, prevents gray-hair dryness and dullness for months!

And with Toni's new Double-Easy applicator, it couldn't be easier!

No permanent alone can do for gray hair all that Silver Curl Permanent plus can do! It's new. Try it!

NEW SILVER CURL permanent plus!



New Silver Curl Permanent Plus HAIR BEAUTY TREATMENT
TONI'S DOUBLE-EASY APPLICATOR
INTRODUCTORY SPECIAL!
ONLY \$2.29



Magnetic Tape Reels off Changes in Way We Live

IT ALREADY HELPS TV AND M.D., MAY ONE DAY HELP YOU KEEP HOUSE

by ROBERT O'BRIEN

THIS year marks the 10th anniversary of the appearance of the tape recorder on the American consumer market. Few technological achievements have spread so far so fast.

In one decade the portable box with its revolving reels and shiny ribbons has developed from an experimental military accessory to a peacetime tool of astonishing versatility. Already it has altered important aspects of entertainment and industry, education, commerce, medicine and a dozen fields of technological research. Here are some of the things it promises in the foreseeable future:

- Household operations may be managed by a robot housekeeper activated and directed by tape.
- Individual medical histories from birth can be precisely recorded to help future diagnoses by any doctor.
- The news may be delivered to your door each day on a tape which you will be able to run through your television set.
- There will be rental files of TV tapes at libraries and perhaps even at drugstores.
- Your television receiver can be set to record a program during your absence and play it back for you on your return.

Already tape recording is a major industry in the U.S. Last year 430,000 recorders were manufactured here. Estimates are that production this year will reach 475,000 and climb to 500,000 in 1958.

Minnesota Mining and Manufacturing Co. (3 M), maker of Scotch tape and world's largest producer of magnetic tape, predicts that its 1957 output combined with that of its major competitors—Audio Devices, Reeves

Soundcraft and Orradio—will total \$11.7 million worth, or about nine billion feet of tape.

Nine years ago audio tape recording revolutionized the technique of radio broadcasting. Today video tape recording (VTR) is triumphantly passing its first network performance tests: its fast, cheap, high-quality playback is meeting television's urgent need for a method of reproduction that will satisfactorily bring nationwide programming order out of the chaos of daylight-saving schedule times. The industry now is in full cry after compatible VTR that will record and play back both black-and-white and color television programs.

While all this has been going on, tape has been cutting an impressive swath in other directions. Its ability to reproduce music with the utmost fidelity, for example, promises radical changes in the record industry.

Last year 3,000 people crowded into San Francisco's War Memorial Opera House for a demonstration sponsored jointly by the Ampex Corporation and the San Francisco Symphony Orchestra. At one point in the overture to Mozart's *Marriage of Figaro*, the musicians suddenly lowered their instruments—while the music went on. For the first time, members of the audience became aware that the orchestra had been pantomiming all along and the music had come from a recording. Concealed speakers had been playing back sounds from a triple-track, stereophonic tape made by Ampex during rehearsal.

Because of this purity of reproduction and ease of editing, record manufacturers

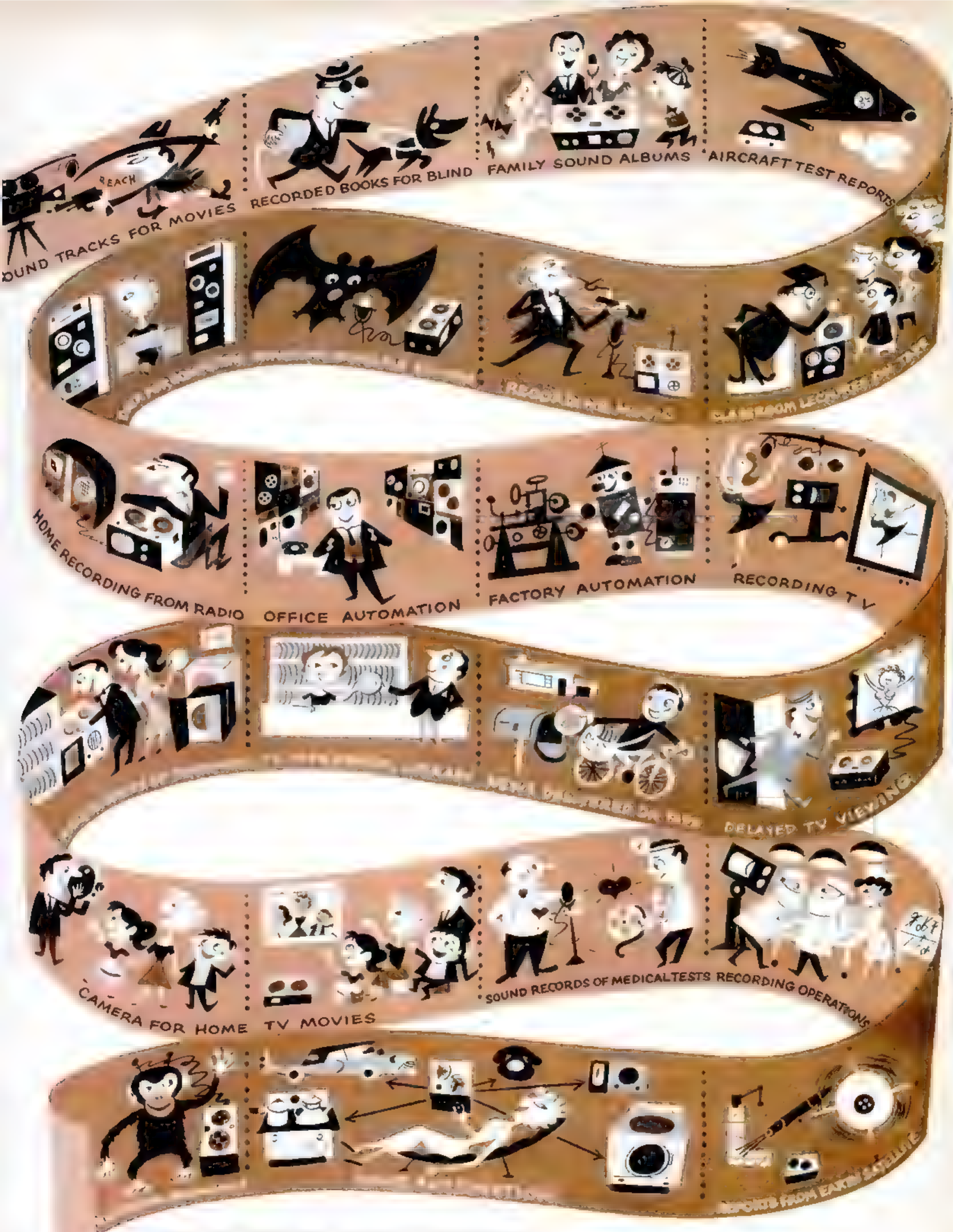
use magnetic tape for the master recordings from which they make their disks. Motion picture companies use it for all sound tracks. Music lovers, delighted by its concert hall realism, are demanding recorded tapes in such numbers that the LP is sure to face a stiff fight for control of the high-fidelity market when hi-fi tapes come down in price. Right now a symphony like Tchaikovsky's Sixth on tape costs \$18.95 as against \$3.98 on the average LP record.

Figures substantiate this trend to tapes in hi-fi listening. Three years ago RCA Victor, the biggest producer, brought out 20,000 recorded tapes covering 10 titles; this year it plans to issue 200,000 tapes and 180 titles. In the last five years the companies marketing recorded tapes have increased from one to 55. The current summer catalogue carries more than 1,000 titles, and offers everything from rock 'n' roll to Rachmaninoff.

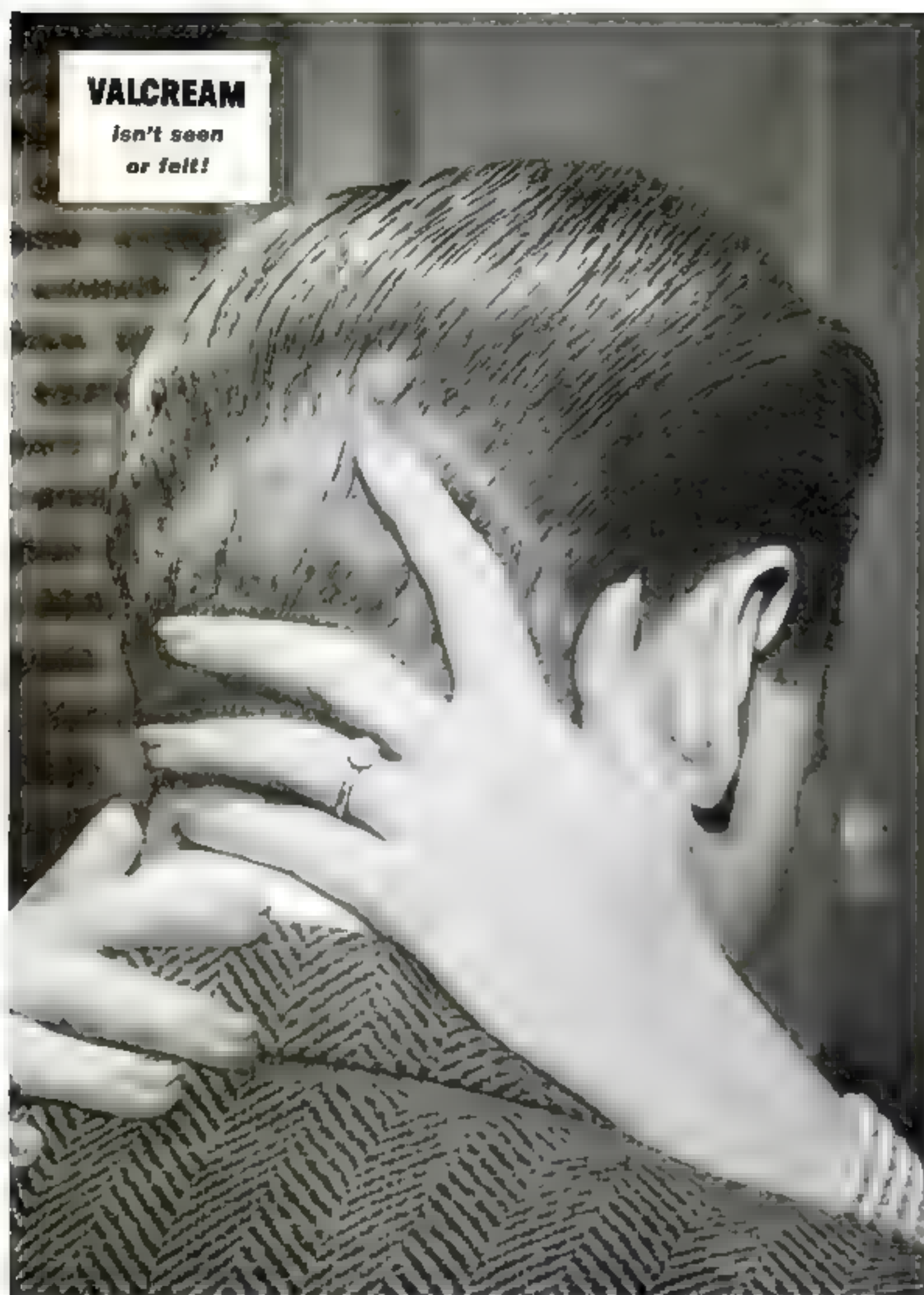
Recorded books and textbooks are bringing bright new hopes to the blind, and educational tapes take world-renowned thinkers and scholars into the nation's understaffed classrooms.

On file at the National Tapes for Teaching repository at Kent State University, Kent, Ohio, for example, are more than 6,000 master tapes of lectures by international authorities on an encyclopedic range of subjects. For a small service fee any school in the world may obtain a duplicate copy of any tape in the library. The repository sent out 12,000 tapes in the last school year and expects to triple that amount next year.

Home recordists are building family sound



PRESENT AND FUTURE USES of versatile tape range from simple home recordings (top strip) to complex operation of push-button households (bottom)



This hair cream for men not only keeps hair neat 'n' natural

New! VALCREAM grooms without showing

Changes form on application...greaseless...enriches hair's natural oils. This new Valcream keeps your hair at its very best all day, and yet isn't seen or felt! This new grooming discovery changes form on application, never leaves a white film. Valcream actually enriches hair's natural oils. It's not greasy, or oily, or drying—contains no alcohol. Get new Valcream!

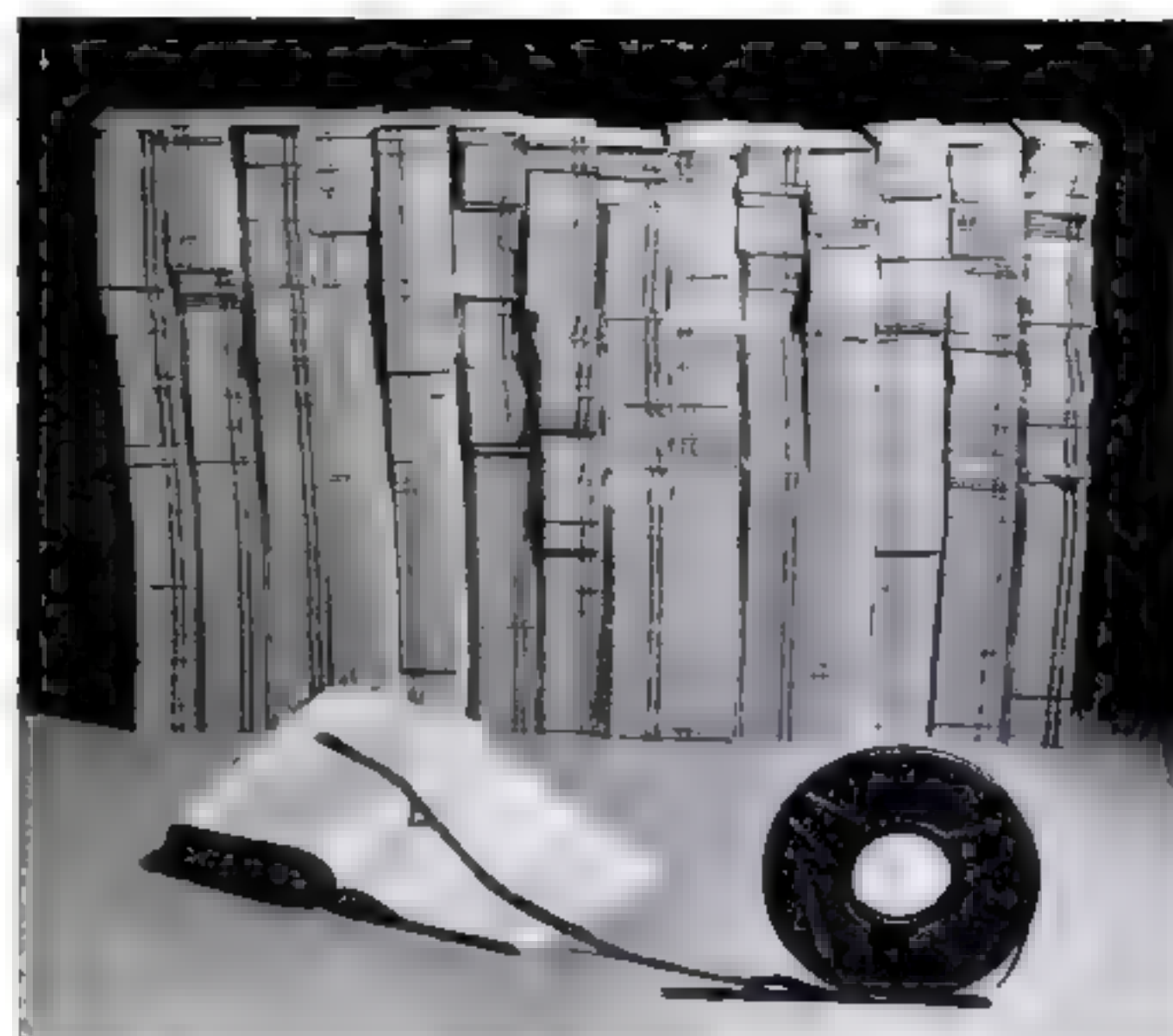


For
"NO-SHOW"
grooming...



Another fine product of Chesebrough-Pond's Inc.

39¢ AND 59¢ PLUS TAX



STOREHOUSE OF FACTS, one 2,400-foot-long reel of magnetic tape holds as much information as the 60,000 business machine cards stacked in background or as many numbers as there are in the Manhattan telephone directory.

MAGNETIC TAPE CONTINUED

albums. Now at last, they know what they sound like practicing their piano lessons. And they belong to the Voicerespondence Club, World Tape Pals, Tape-Respondents International, the National Tapespinners, and crisscross the continent with tape-by-mail letters to friends they have never seen.

Hard-pressed doctors driving their rounds can snap on tape playbacks in their cars and hear a weekly recorded digest of medical journal articles on the latest developments in medicine.

The tape recorder is also the tool of the eavesdropper, the sly listener-in, a new breed of electronic confidence men who are after not cash but characters. An innocent-looking briefcase may conceal a battery-driven recorder. A wrist watch or natty tie clip may be a microphone cunningly disguised. The person at the other end of your telephone conversation may have a little rubber suction cup stuck to his telephone base and a wire leading from it to his tape recorder. Furthermore, the meaning of what you said can be distorted, since an important characteristic of tape is the simplicity with which it can be edited. Words can be erased, phrases transposed, sentences pulled apart and put back together again in a different way.

"Never again," a Senate committee investigator told me, "will I ever talk over the telephone about anything more incriminating than dogs, kids or the weather."

A million bits of Information

MOST striking and portentous of all, perhaps, are the accomplishments of magnetic recording in telemetry (the transmission of measurements), in computer and data processing machine operation and in plant control engineering.

Technologists may require a million bits of information on the performance of a jet bomber during a one-hour test flight, a steady stream of telltale temperatures, vibrations, speeds, stresses, pressures which will show what was happening to the aircraft at any given moment during the flight. High-speed, multichannel magnetic tape takes down each split-second reading and stores it for instant playback when the engineers are ready to re-create and study the flight in detail.

Perhaps the plane cracked up. What went wrong? Perhaps it was the test of a suicide rocket which blew itself and its instruments to pieces in mid-air. Was it a failure or a success? In the past, weeks, months and sometimes lives were lost before human processing gave the answers. The tape will tell in seconds.

Such miracles are commonplace today and hasten man's assault on the frontiers of the universe. Vanguard, the satellite, will radio information from more than 200 miles in space as it wheels in its lunar orbit. Its signals will be recorded on an electronic log of magnetic tape.

With its instantaneous assimilation of every kind of coded

CONTINUED

Ban-Lon® sweaters in a wide range of styles and colors in all fine stores. Shown here: **Bobbie Brooks**—white cardigan, lace-stitch fashioned front, chevron collar, 34 to 40, about \$11; **Pandora**—red bulky cardigan, rib stitch, club collar, 3 to 6x, about \$6, 7 to 14 about \$7; **Talbott**—blue classic sweater set, full fashioned, 34 to 40, cardigan about \$9, pullover about \$7



So easy to be carefree in beautiful

BAN·LON®

sweaters

Despite their look of purest luxury, "Ban-Lon" sweaters fit right in with your ideas of carefree living. Every day more women are discovering that these lovely soft sweaters practically take care of themselves. *Washing* is easy. *Drying* is fast. *Blocking* is out. *Pilling* is no problem. *Moths* and *mildew* keep their distance, yet the *shape* and *good looks* are in to stay. All this and never a compromise with quality. When you shop for your family, look for the famous "Ban-Lon" trademark on sweaters and many other easy-care garments, all reasonably priced.

BAN-LON® yarn



the test is in the touch



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"Ounce of Prevention" Grip can save your life



Exclusive Safety Discs Grip Road, Stop Skids As No Other Tire Can



ORDINARY
TIRE



◀ **LIKE A SQUEEZED FIST, TREAD RIBS OF ORDINARY TIRES COMPRESS** under braking pressure into a smooth, slippery surface . . . lose their grip. Without warning, a sudden skid can bring disaster! Even brand new tires can "go smooth" this way—and you skid!



ARMSTRONG
TIRE



◀ **LIKE FIST AT LEFT, ARMSTRONG TIRES CAN'T SQUEEZE SMOOTH.** Safety Discs keep tread open so it *always* grips, no matter how hard you brake. Look for these patented Safety Disc Tires when you buy. They stop skids as no other tires can, yet cost no more.

**ARMSTRONG
SAFETY DISC TIRES**

**UNCONDITIONAL ROAD HAZARD
LIFETIME
GUARANTEE**

The longest, strongest
guarantee in the industry.



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Pure-Foam

FOR FURNITURE AND BEDDING • HOME OFFICE, WEST HAVEN, CONNECTICUT



CONCEALED RECORDERS, used to tape conversations secretly, take many forms. They can be hidden in a briefcase (top) or a book (center). Microphones like the two small instruments at left of book can be secreted in clothing or furniture, or worn as a wrist watch or pin (right of book). Lined up directly below book are (from left) microphone attachment for base of telephone, tie-clip microphone and throat microphone worn under scarf. At bottom of picture is pocket-size wireless microphone and battery which transmits to a recorder. At far left is a telephone receiver with a microphone attachment.

MAGNETIC TAPE CONTINUED

impulse and its capacity to deliver them just as fast, tape has become a means of communication between man and his "giant brains"—his Bizmacs, Univacs, Ramacs and IBM 650s and 705s and 709s. Tape flashes information into a 705, for instance, at the rate of 15,000 letters or numbers a second. If the unabridged text of *Gone with the Wind* were recorded on tape, it could be transferred through the machine to another reel of magnetic tape in three and one half minutes. IBM's new 709 system is even faster: it can achieve 42,000 additions or subtractions of multidigit figures in one second. More important, the 709 is the first machine that can perform scientific and engineering calculations; it can apply them to business problems and come up with answers that are based on a mastery of detail that is impossible to the human brain.

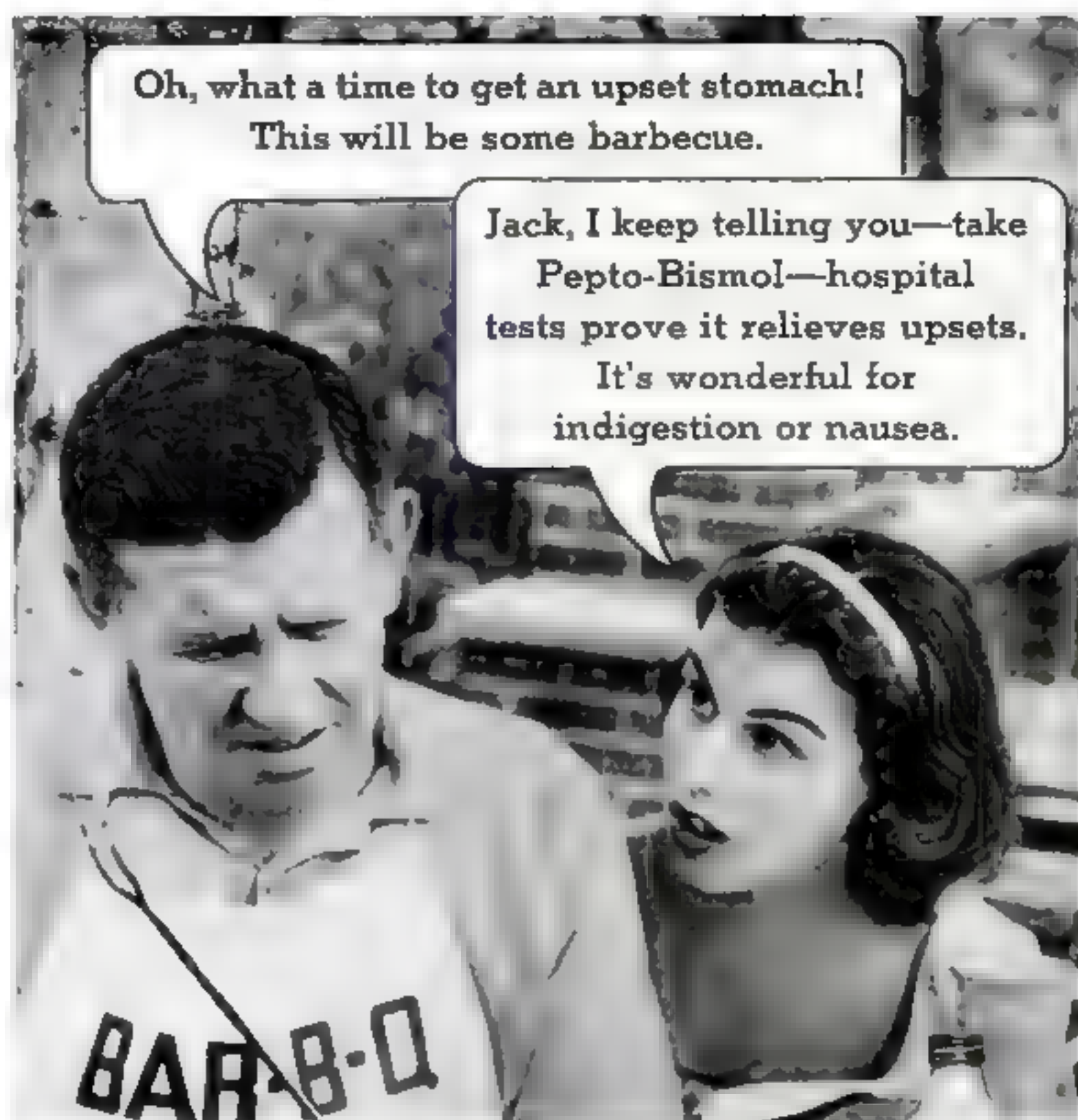
Tape is to the old business-machine marvel, the punched card, as microfilm is to the printed page. One reel of half-inch tape about the size of a dinner plate can carry as much information as 60,000 standard punched cards, a stack about 35 feet high. G.E. now runs off on magnetic tape its quarterly social security report on 30,000 employees and turns in to the government a 10 $\frac{1}{2}$ -inch, two-pound reel in place of the 900 typewritten pages the report used to fill.

Costly as they are—a typical IBM 709 system would lease for about \$56,000 a month, and sell for around \$3 million—electronic computers are such time- and money-savers in the long run that this year they will represent a \$250 million business, with no ceiling in sight. More and more they are operating from tape, clicking away day and night in big banks, publishing houses, government bureaus and military agencies, the home offices of insurance companies and large industrial concerns and dozens of other important commercial establishments all over the country.

They make up payrolls involving tens of thousands of employees in a bizarre fraction of the time it took hundreds of human hands and minds to do the job. They record and memorize huge inventories. They forecast sales. They determine optimum distribution patterns for manufacturers' products. They calculate what might happen to a motor car axle or a submarine hull under a thousand different stress conditions. They keep the books on millions of credit customers or subscribers. And in a day and age when speed pays off, they are the quintessence of speed.

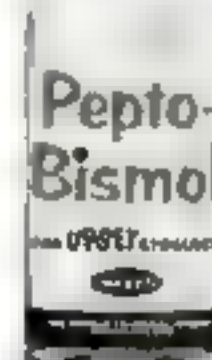
"Computers using magnetic tape," said a Midwest executive, "can handle 100 times as much information 100 times as fast as the old methods. That's bucks in the bank." That is also, he said, the beginning of the end of the human being as clerical worker in the U.S. The automatic office—with no workers on hand except

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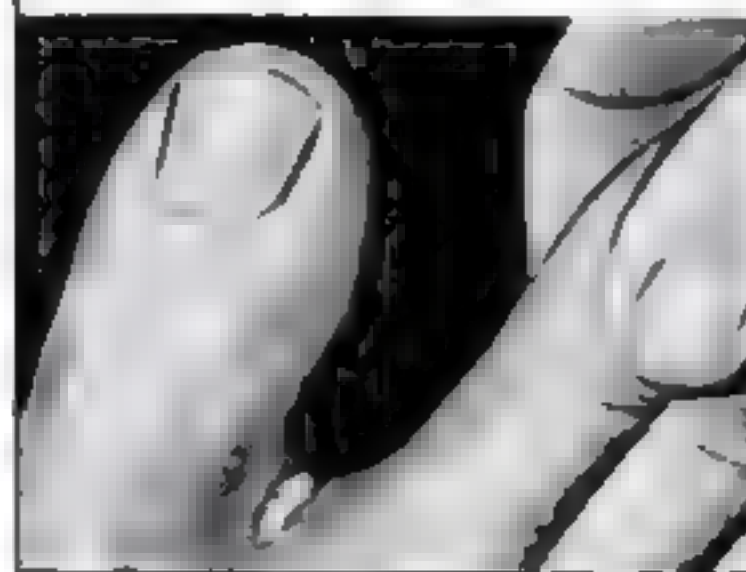
Pepto-Bismol works where soda, seltzers and "tummy-aids" fail! For upset stomach, indigestion, nausea, or diarrhea—Pepto-Bismol's special medicinal formula soothes with a gentle coating action. It works both in the stomach and the intestinal tract—where soda and alkalis never help. For children or adults, this wonderful pink liquid helps control simple diarrhea without constipating.

TAKE HOSPITAL TESTED PEPTO-BISMOL...AND FEEL GOOD AGAIN!



Get after Athlete's Foot **FAST!**

BEFORE THIS—



Raw, red cracks between the toes are one of the first signs of Athlete's Foot. At this early stage, Athlete's Foot is easy to treat—if you act immediately!

BECOMES THIS!



Left untreated, Athlete's Foot organisms burrow beneath the skin—may even get into your bloodstream. Cases, like the above, may need a doctor's care.

Kills 100% of Athlete's Foot fungi in less than 5 minutes!

Famous laboratory cultivates millions of Athlete's Foot fungi of every known type in test tubes and reports every single one killed by Absorbine Jr.!

That stinging sensation you feel as you apply Absorbine Jr. tells you it is busy in those cracks where Athlete's Foot germs lurk, killing all the fungi it reaches. For in carefully controlled clinical tests on patients, Absorbine Jr. brought successful relief to the great majority of sufferers. Get Absorbine Jr. wherever drugs are sold. W. F. Young, Inc., Springfield, Mass.



Athlete's Foot germs killed fast! Absorbine Jr. totally destroyed Athlete's Foot germs in test tube cultures in less than 5 minutes!

Absorbine Jr.

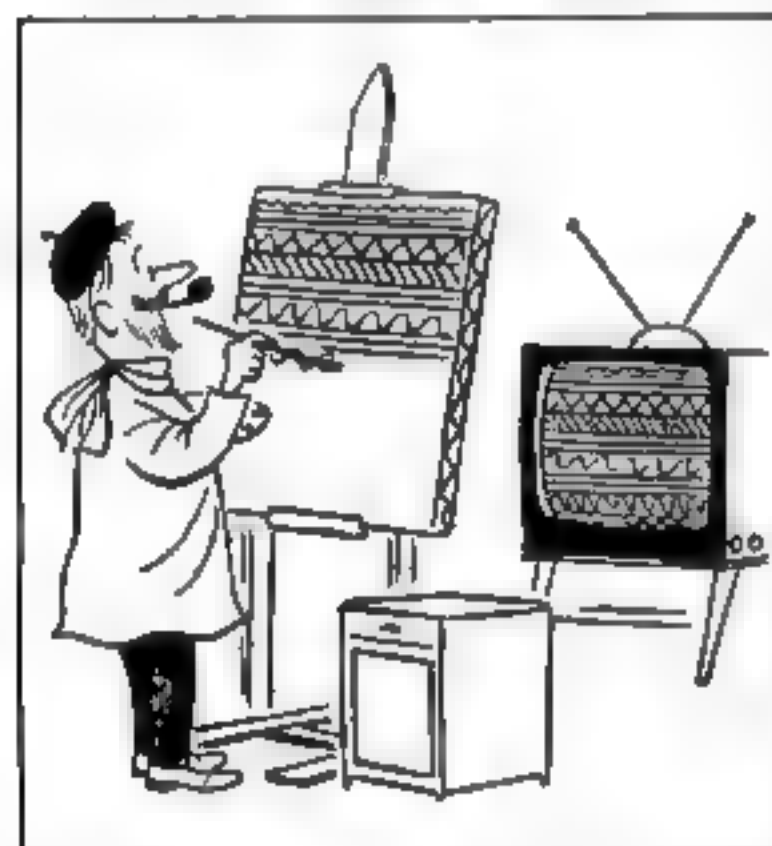
AMERICA'S NO. 1
ATHLETE'S FOOT RELIEF



Looking for Something?



TELEVISION



FROM ARTISTS' SUPPLIES TO TV DEALERS

whatever you need.

Find It Fast
In The
Yellow Pages



Ads with this emblem
make your shopping easier



TAPE-OPERATED MACHINE duplicates hand motions of a highly skilled worker to stamp intricate airplane wing parts in Fond du Lac, Wis. factory.

MAGNETIC TAPE CONTINUED

attendants for the machines—is a possibility, although not for the near future.

In quite a different manner tape has taken industry a step closer to its future.

You can electronically record motion on tape. You can duplicate, for instance, the hand movements of a master mechanic skillfully guiding a lathe. Then you can play back the tape to a control unit, and without a human being within a thousand miles it will show the lathe the master's way, will mill an aluminum slab in the fabrication of an aircraft wing, say, to the same thousandth of an inch. This is what made the automated factory possible.

Tape recording—the latest in a line of devices that began with the tracings of a forefinger in the dust—came in a time of urgent need. Technicians, scientific researchers, weapons manufacturers, industrialists, doctors, teachers—all were in danger of being swamped in a postwar tide of accumulating data and information. How could they store it? How could they remember it? They had to have something cold and quick and suprahuman. It turned out to be the magnetic recorder.

The alphabet of the magnetic recorder is electrical impulses. It records, plays back and communicates anything translatable into electrical impulses; instruments known generally as transducers perform this function for it. (The home thermostat is a familiar transducer. It converts temperature into an electrical impulse, sends the impulse to the furnace and the impulse starts the furnace or shuts it off.)

A microphone is a transducer which translates sound waves into electrical impulses. When a microphone is attached to a recorder, it produces impulses which travel along a wire to the machine's magnetic recording head and there combine with the head to set up a magnetic pattern.

Ribbon with a coat of iron

THE tape itself, drawn past the recording head at constant speed, is a frail ribbon that a child can snap and that looks like a brown gift-wrap ribbon. In width it varies from one quarter of an inch to two inches, depending on the complexity of recording for which it is intended. From front to back it varies in thickness from one to five mils (a mil is 1/1000 of an inch) and is in two layers. One is a glistening plastic backing to provide support; the other is coated with myriads of iron oxide particles held in a resinous material.

These particles are themselves magnetized and as they pass through the magnetic pattern around the recording head they arrange themselves instantly in a precise reflection of that pattern.

When the tape is passed across the playback head, the process occurs in reverse. The head converts the pattern back into electrical impulses and sends them through an amplifier to a speaker. The speaker then transforms them into the original sound waves.

Audio tape records and reproduces sound with no trace of extraneous noise, such as the scratching needle or surface imperfections of a phonograph record. It can be cut, edited and spliced back whole again. William H. Miltenburg, RCA Victor's manager of recordings and chief engineer, and Jascha Heifetz once checked the playback of a master tape the violinist had just recorded. A brilliant descending run of 32nd notes cascaded from the speakers.

Tense, Nervous Headaches Need This Relief

A survey shows 3 out of 4 doctors recommend the famous ingredients of Anacin to relieve pain. Here's why Anacin gives better *total* effect in pain relief than aspirin or any buffered aspirin:

- ➔ **ACTS INSTANTLY:** Anacin goes to work instantly. Brings fast relief to source of your pain.
- ➔ **MORE EFFECTIVE:** Anacin is like a doctor's prescription. That is, Anacin contains not one but a combination of medically proven ingredients.
- ➔ **SAFER:** Anacin Tablets simply can not upset your stomach.
- ➔ **LESSENS TENSION:** Anacin also reduces nervous tension, leaves you relaxed, feeling fine after pain goes. Buy Anacin today! **ANACIN®**

Don't just shave... Use
AERO SHAVE!
(and save 20¢)
Never before a lather so rich, so creamy, for so little money! Get AERO SHAVE Push-Button Lather!

Not 79¢ Not 69¢ Only **59¢**

New **PULVEX** Discovery
KILLS 'RESISTANT' FLEAS

The sure way to get rid of fleas that resist ordinary flea powders. New formula PULVEX Anti-Scratch Flea Powder contains Malathion Plus, a new discovery guaranteed to kill all fleas as well as lice and ticks! Protects your dog 7 days or more. Kills, too. Easy to use. Get PULVEX today at pet, drug and department stores.

PULVEX
Anti-Scratch
FLEA POWDER

Growing-est member of the BEAR BRAND family

S-T-R-E-T-C-H to fit growing feet

Comfortable socks that wear and wear—Bright colors and patterns in every pair. Choice of cottons, trim and neat Or nylons that stretch for growing feet.

BEAR BRAND Hosiery Co.
CHICAGO 3, ILLINOIS
Guaranteed Quality Hosiery Since 1893



Would you call this fair play?

Number 5 has to take the *high* hurdles—number 3 gets by with the *low*. Would you call *this* a fair race?

Hardly—but you face that same kind of unfairness every day as far as your taxes are concerned. Here's how:

Part of every dollar you pay for electricity goes for taxes. But a strange twist in federal laws exempts several million American families and businesses from paying all the taxes in

their electric bills that you pay in yours. These are the people who get their electricity from federal government electric systems. Like runner number 3, they enjoy *lower* tax hurdles while you and most other people strain over the *high* ones.

This kind of tax favoritism is a far cry from American standards of fair play. That's why we believe it should be made widely known and given critical study.

America's Independent Electric Light and Power Companies*

*Company names on request through this magazine

MAGNETIC TAPE CONTINUED

Heifetz cocked his ear and frowned. "I heard a clinker," he said. He returned to the microphone, Miltenburg adjusted the recorder, technicians bent forward, rapt, and Heifetz raised his bow and hit one perfect 32nd note. "I cut the bad one out of the run, put the good one in, and everybody was happy," Miltenburg said.

Tape can be stored easily and compactly. It does not deteriorate; test tapes have been played back 10,000 times without appreciable quality loss. It can be wiped clean simply by passing it in front of an erasing head, which obliterates the magnetic pattern of the iron oxide particles. Beyond all these virtues, it possesses that cold, priceless integrity of the machine: whatever it knows, it will tell with total fidelity.

The modern history of magnetic recording goes back to 1935 when a machine called Magnetophon, using coated paper tape, created a sensation in Berlin radio circles. In the war years that followed, Nazi engineering skill improved it greatly. Americans who stumbled on the Magnetophon shortly after D-day in 1944 quickly learned that it was far superior to the wire recorders used by the Allied field armies.

As the war drew to a close, John T. Mullin, a canny and imaginative U.S. Signal Corps technician, picked up two Magnetophons in Frankfurt as war souvenirs. In the fall of 1945 he returned to his home in San Francisco and put his machines to work recording movie sound tracks. He never missed a chance to show them off at radio and sound conventions. One of his demonstrations was witnessed by Alexander M. Poniatoff, Myron J. Stolaroff and other officials of the Ampex Corporation, which had manufactured electric motors during the war and was now casting about for another product, something new and with a future.

The next day they called on Mullin. The conference lasted less than an hour. When it was over, Ampex was in the magnetic recorder business, with Mullin as consultant.

A few months later a man from Bing Crosby Enterprises dropped in to Mullin's San Francisco studio. As he watched the swiftness and ease with which Mullin edited and spliced the Magnetophon tapes, he lighted up like a forty-niner confronting the nugget of his dreams. "Wait'll Bing hears about this," he said, and took the next plane back to Hollywood.

For months Crosby had been trying to find a satisfactory way of recording his radio show in advance of broadcast time rather than endure the weekly Armageddon of a live show. But putting it on disks involved editing several short recordings and dubbing from disk to disk in a lengthy process that was as harrowing as the real thing. The over-the-air results, furthermore, were not worth it: the show obviously came from a can. Mullin's Magnetophons cut the show's recording time from four days to four hours, and once and for all proved that a show does not have to be live to be good.

The next April Ampex delivered its first playback units to Crosby, and sold 24 more of them, at \$4,500 each, to the American Broadcasting Company for its radio network. Technicians from 3 M announced that they had mastered the large-scale production of high-quality tape—and magnetic recording was on its way.

With Crosby's sponsorship and financial backing, Mullin, his assistant Wayne R. Johnson, and Frank C. Healey, general manager of 3 M's Mincom division, buckled down to the creation of a machine that would tape-record a television program.

Closing TV's refrigerators by tape


TELEVISION was wide open for tape recording: first, to replace the costly, complicated and disappointing kinescope process of reproducing programs; second, to solve simply and cheaply the time-zone delay problem; and third, to bring about additional minor, but fervently wished for, technical miracles. These included instantaneous playback and the taping of commercials to avoid such on-the-air crises as the failure of the refrigerator door to open.

In November 1951, and again in December 1952, Healey, Mullin and Johnson demonstrated the magnetic recording of a televised picture. A year later RCA engineers presented the first public exhibition of the magnetic tape recording of black-and-white and color television signals. RCA in conjunction with NBC scored another experimental triumph in May 1955 when a closed circuit hookup carried a color program previously recorded on an RCA machine. In April 1956 Ampex came up with its VR-1000, a production line tape recorder scarcely larger than an office desk which could reproduce a 64-minute, black-and-white television program on one 12½-inch reel of tape.

Phillip L. Gundy, manager of Ampex's audio division, announced that 13 machines were ready for delivery at \$75,000 each. CBS

PHILIP MORRIS

gives you a





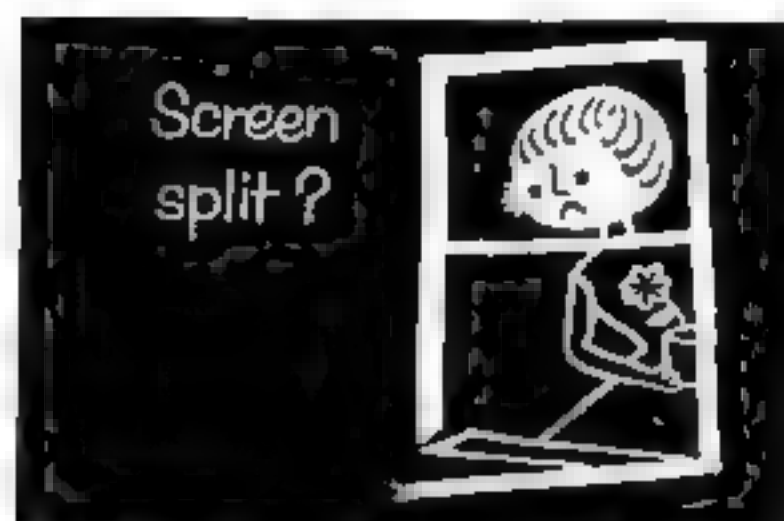
**natural
smoke**

No filter, no foolin'. Just a roll of good, sweet, rich tobacco
—probably the best natural smoke you ever tasted.

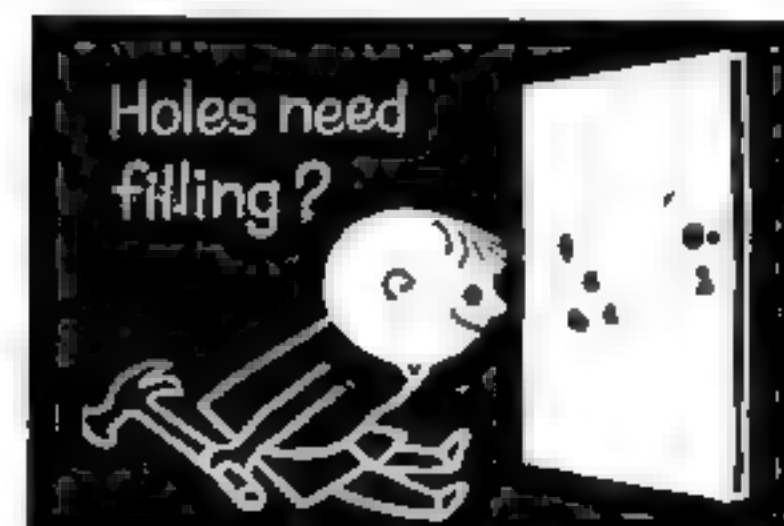


Crushproof Box or Regular Pack

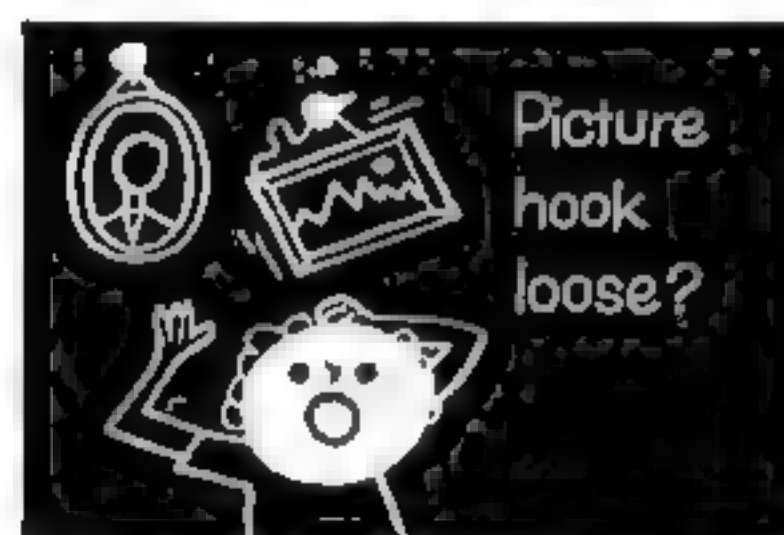
FIX-IT TIPS with "Plastic Wood"



Screen split?
It's easy to repair it with Plastic Wood. Just fill cracks and sand and paint to match surrounding surface.



Holes need filling?
Fill nail holes, nicks, cracks, gouges with Plastic Wood. Can be sanded, stained or painted like wood itself.



Picture hook loose?
Fill hole with Plastic Wood. Let it dry. Then hammer hook back in. Holds harder than plaster. Pictures really stay put.



Boat leak?
Fill seams and holes with water-resistant Plastic Wood. Dries quickly—stays dry permanently. Takes paint perfectly.



Set things right with NEW
"PLASTIC WOOD"



PROTOTYPE TAPE RECORDER. Germany's wartime Magnetophon, is displayed by John T. Mullin (right), who brought the first models to U.S., and Frank C. Healey, another pioneer in development of American tape industry.

MAGNETIC TAPE CONTINUED

snapped up five. NBC took three. ABC bought three. Government agencies cornered the other two. The rush for production models at \$45,000 each (delivery of the first 100 will start this fall) buried Gundy in a \$5.5 million avalanche of orders.

By necessity, most of what happens in television happens in public and so VTR tended to outshout other advances that were taking place. But these were even more important.

In 1949 an instrumentation researcher at the Point Mugu Naval Air Missile Test Center borrowed one of Crosby's recorders and with it recorded missile flight test data—acceleration, fin flutter, rate of fuel consumption, flight curves, temperatures and a dozen other vital elements.

Until then aircraft test pilots took down flight data on pads strapped to their knees. Movie cameras trained over their shoulders photographed a nightmarish array of 70 or 75 jittery needles and gauges. The notes were often agonizingly inadequate. The film had to be developed, the pictures carefully scanned. The scrawls of pen-recorders had to be processed and analyzed. It was the technology of Kitty Hawk and the biplane era.

Transducers, attached to a hundred critical points and converting all data into electrical impulses, plus multichannel recorders, airborne or on the ground, rendered this system archaic almost overnight. Now a magnetic recorder can remember and re-create every nuance of airflow across the wing of a fighter plane streaking across the sky. It can tell 10,000 vital details of the screaming stratospheric arc of projectile flight, even though the missile has long since plummeted to its end somewhere in the south Atlantic.

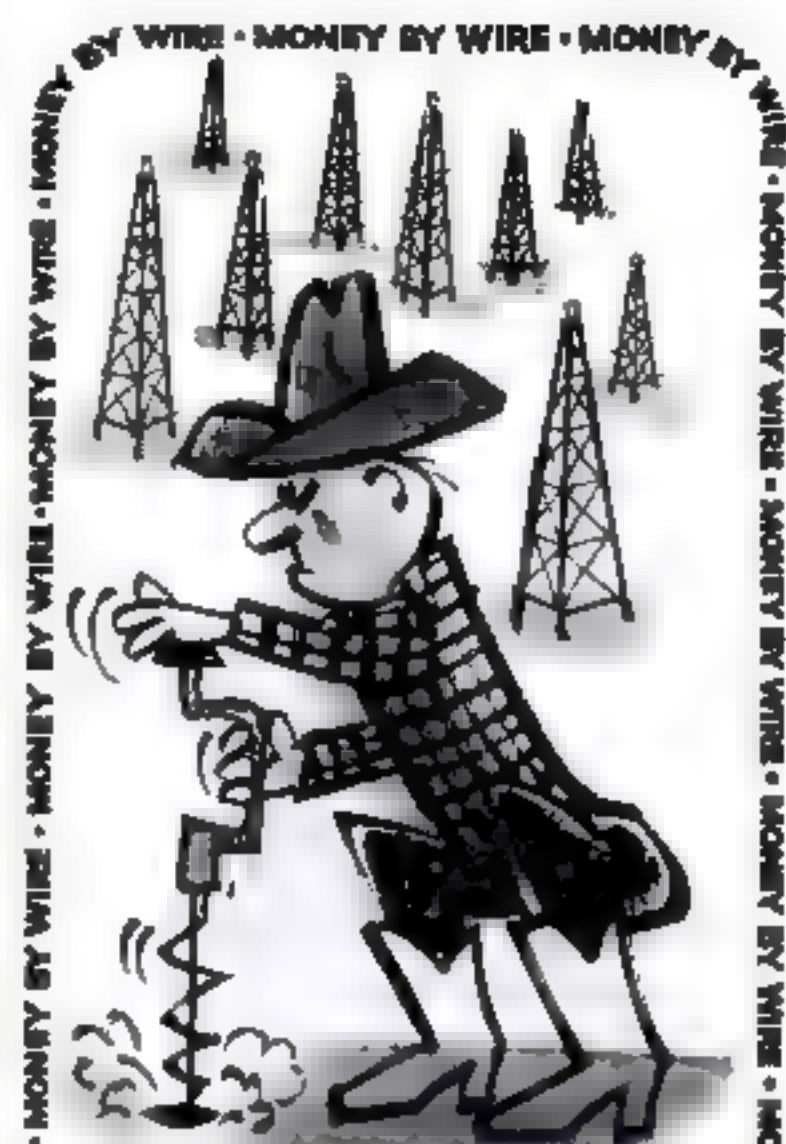
Equally significant, a recent national convention of the Institute of Radio Engineers noted the arrival of the day when man's command of telemetry assures him the remote control of any high-velocity projectiles he may launch into outer space—the essential preliminary to the visionary and daring assault he is slowly mounting against the ramparts of the universe.

Steering the big ICBM

A BROAD step toward this command has been taken with the installation of compact, specialized tape recorders in ICBM test missiles. The tape presumably can be used for two purposes—to steer the missile by means of prerecorded instructions to the missile's guidance system, or to record information picked up in the course of the flight. The information could be played back as the missile re-enters the earth's atmosphere.

The sheerest veil of the imagination divides this combination from one which could conceivably obliterate international boundaries and submit the world to a surveillance from which there would be no hiding place. This would be the installation of a high-powered magnetic camera in a man-made satellite similar to those now being prepared for launching. The all-encompassing eye of this camera, peering down from the satellite orbit, could scan every nook and cranny of a foreign land, perhaps even a continent, and record what it saw on magnetic tape. When the satellite passed

CONTINUED



An obstinate oilman named Si,
When well after well came in dry,
Wired home in a flash,
"Telegraph me some cash —
I'll drill and I'll drill till I die!"



Smart for School
Coolest Member of
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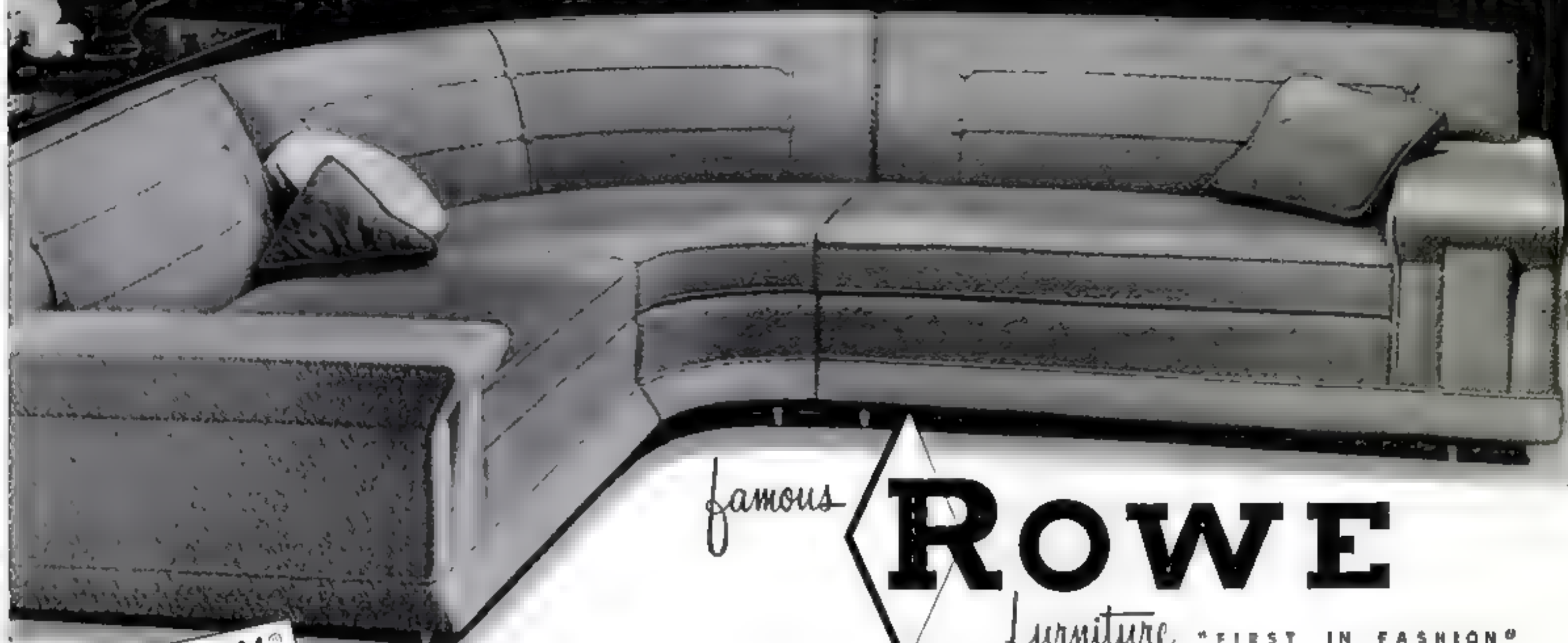


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FOAM RUBBER
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Only Rowe has
all eight of these
Quality Features

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Bring freshness into your home with this smart Martinique Group. It comes in the latest sophisticated Fall colors in wonderful nylon boucle frieze — beautiful to look at and practically indestructible.

Architectural in feeling, the pilaster cap top arms strike a note of elegance that signifies quality. And look at the expensive welting . . . the button panel trim . . . the forward-looking flared-at-the-front banded bases, and extra values like reversible, long wearing foam rubber cushions by B. F. Goodrich — brass tipped legs, and roominess — the sectional has a full 124 inches of seating comfort, the davenport is a big 82 inches.

There are many differences in this enchanting Martinique Group, but the outstanding difference is the value and integrity found in all famous Rowe creations. See the Martinique at your nearest Rowe dealer in your community . . . today

Double Sofa
\$249⁵⁰

Curve
\$129⁵⁰

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\$279⁵⁰

Chair only
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Prices slightly higher
in some areas

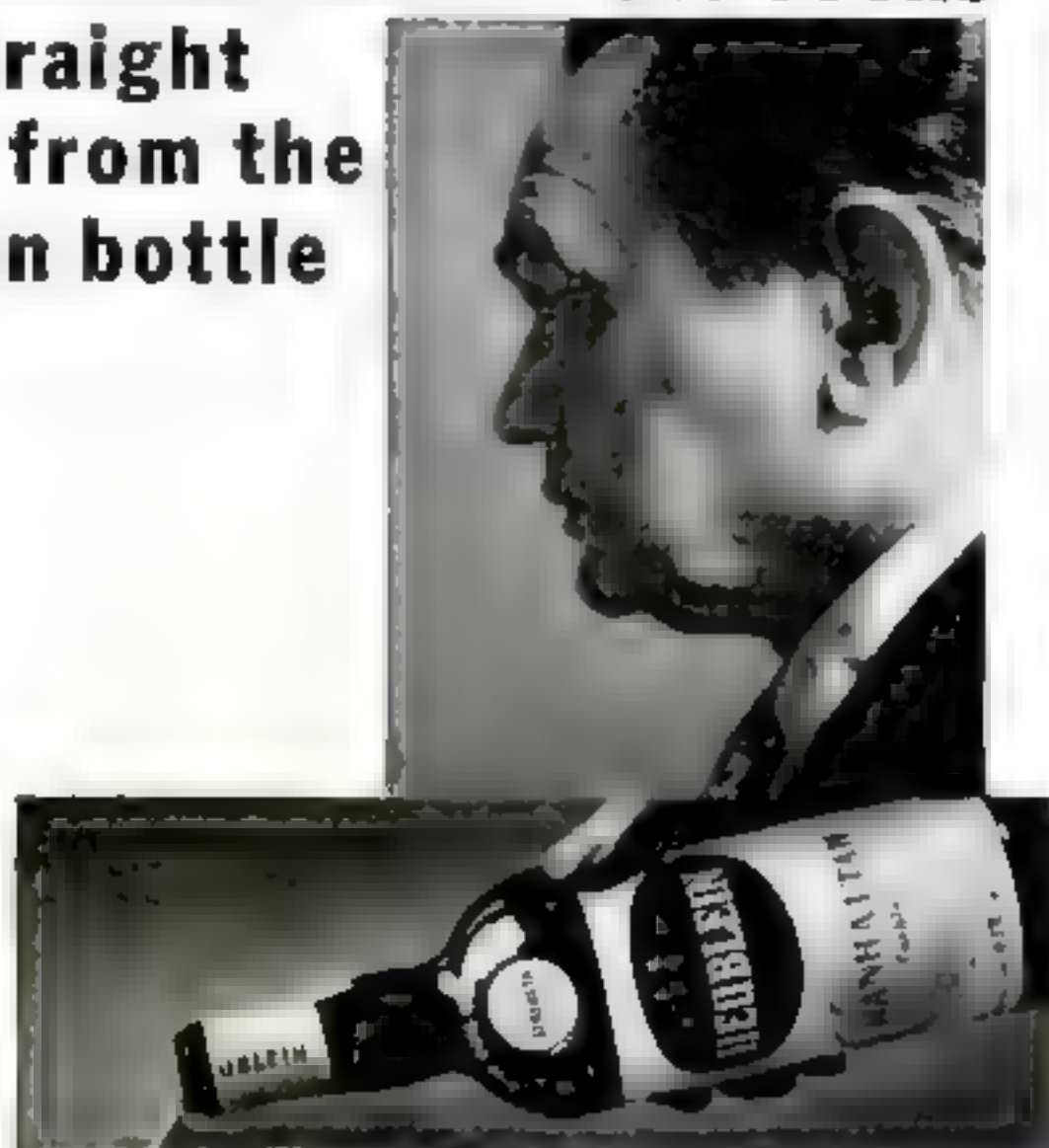
Tailored in Gorgeous Nylon Boucle Frieze in Latest Decorator Colors



ROWE FURNITURE CORPORATION

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Manhattans on-the-rocks straight from the Heublein bottle



EDWARD G. ROBINSON, FRODO BAGGINS OF STAGE & SCREEN

The surest and simplest way to please your cocktail-drinking friends: just pour these expertly mixed Manhattans over ice—right from the Heublein bottle. Made of choicest liquors, perfectly proportioned, they'll stay cold and hearty to the last sip.

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Springfoot Sox
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TUMS 10¢ A ROLL

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SENSATIONAL NEWS FOR DOG LOVERS!



SEE FLEAS DROP OFF WITHIN MINUTES!

Now, at last—you can get a powder that *really* stops "hot weather" scratching, soothes painfully itching skin, and deodorizes—all in minutes. You actually *see* the fleas drop off.

Sergeant's (new formula) Scratch Powder gives quick relief to pets that often scratch themselves raw in hot, muggy weather. It quickly kills fleas

and lice, stops the fiery itching of summer eczema.

No other powder works as well—and yet, it costs *much less*—only 49¢ and 79¢

Ask for Sergeant's by name at any drug or pet counter. Don't accept substitutes—there's only *one* Sergeant's. While there, get your *free* copy of Sergeant's Dog Book. Or write



Sergeant's
Richmond 20, Virginia
the most esteemed name in pet care products

Got a cat? Use Sergeant's quick-acting Cat Flea Powder—only 49¢
Most Sergeant's products are available in Canada.



SATELLITE TAPE RECORDER will transmit information to ground stations from orbit in space. Instrument package containing recorder is inserted in a model of satellite by Researcher George Ludwig of the State University of Iowa.

MAGNETIC TAPE CONTINUED

over its observation stations, its radio could transmit the pictures to ground receivers for enlargement, examination and study.

Telemetry is only one way in which science is employing tape. There are countless other uses.

What sound does a human muscle make? Gundy, now president of Ampex's new audio division, says doctors have tape-recorded electrical impulses from the muscles of the arm and played them back as sounds. "Mine," he says, "made a groaning noise."

What are the harmonics of a heart beat? The inhuman awareness of tape captures them forever.

What is the highest-frequency cry of a bat like? Man never heard it until scientists recorded on tape its fantastic pitch of 100,000 cycles a second, too high and thin for the human ear. Then they played the recording back at ever diminishing speed until the sound entered the bounds of human hearing and came through in a series of eerie whistles.

This is another kind of magnetic magic. It lets you play tricks on time. You can take down a four-second rocket sled ride on a magnetic tape, and in the playback stretch it out for an hour. You can record the rise and fall of temperature over the course of a day, speed up the playback and read it off in a minute.

Technologists say that magnetic recording "suggests a potential for which there is no end in sight." These are some of the things they see ahead:

Within the next five years, they say, you will be able to buy low-priced home magnetic recorders and playback units with tapes in cartridge form, so that no threading or rewinding of tape is involved in their operation.

You will probably be able to go to your music store with a blank tape and there, for perhaps as little as a quarter, run off from the store's master tape the top tunes of the week or any other 30 minutes of music you'd like to take home with you. When you're tired of what you have, you'll be able to take the tape back and for another quarter have something new recorded on the same tape.

Playbacks by "Hear-and-See"

ONE firm, RCA, has demonstrated a magnetic "Hear-and-See" tape player that will take a reel of tape containing a recorded television program and play it back to your television screen. The "Hear-and-See" player, which probably will take 10 years to perfect, presupposes TV tapes available for rental at your branch public library, or possibly at drugstores. Another possibility is that you will be able to subscribe to a TV tape-a-day containing

CONTINUED ON PAGE 91

So right for all the family—**BLUE BELL** clothes

Your best buy for school or play! They fit so well, look so neat, wear long, wash easily; sizes for all, just 98¢ to \$3.98



Right in any weather: Blue Bell cotton twill pants, water-repellent cotton poplin jacket, Wrangler jeans. For mom, slim corduroys, Jeanie blouse.



For active wear, nothing beats Blue Bell Wranglers. Tough sanforized denim with that real western fit. Sizes for all the boys.



Blue Bell Jeanie blouse, washable rayon flannel Bermuda shorts



Teens go for tapered pants. His, cotton twill. Hers, washable rayon flannel; Jeanie blouse.



Practical cottons for sis' pedal pushers, cotton suede lined pants, Jeanie blouses

Look for this Blue Bell emblem—it's your unconditional guarantee of satisfaction

Blue Bell, Inc., Empire State Bldg., New York 1, N.Y. — Canada: W. Howick Mfg. Co., Montreal



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of “Rent it here...Leave it there”
more than 30 years ago—
now offers you this popular service
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That's right! No longer must you pay an extra charge for the return of a car to the city where you rented it.* You pay *only* the regular rate (national average—\$7.85 a day plus 8 cents a mile). And that includes the cost of *all* gasoline and oil you use en route . . . and proper insurance.

Go anywhere! Hertz has over 1,350 offices in more than 900 cities—world-wide. *More* offices by far where you can *rent* a car. *More* cities by far where you can *leave* a car. And *more* locations where you can make *reservations* for a car!

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WONDERFULLY

your gin drinks **CHALK TO LIFE**
with Seagram's, "the gin with the golden touch"



MODELS SCULPTURED BY DERJINSKY • SET CREATED BY TED TINKER • PHOTOGRAPHED BY EDWARD PATTON

SEAGRAM DISTILLERS, NEW YORK

MAGNETIC TAPE CONTINUED

an hour of news or other selected topical highlights. Every morning a delivery boy would pick up yesterday's tape off your front porch and leave a new one in its place.

The second stage of "Hear-and-See" will enable you to tape a program off your own television set and thus build a library of favorite programs, to play whenever you wish. Engineers even foresee the day when the recorder will take down a show while you're away, turn itself off, and be waiting to play it back for you when you return home.

Finally, an electronic camera will take motion pictures of your family and friends on a magnetic tape which you will then be able to play back immediately through your television set.

Needless to say, any or all of these developments will have a vast and seismic effect on the entertainment industry, including motion pictures. No one is rash enough to predict exactly what may happen, beyond the forecast that someone is quite likely to get trampled underfoot in the rush for new markets in recorded tapes.

At some date you may even be able to install some form of automatic programming in your home. If this comes to pass, you will set up the entire family schedule for the next day on magnetic tape, push a few buttons, check instruments, and go to bed.

Putting out the cat

ACTIVATED by a timer in the morning, the robot housekeeper will shut the windows, rouse you with a soft stereophonic air, start the coffemaker and the toaster, open the garage doors, start the car, handle such chores as turning up the heat during the day, prepare dinner, set off the electric dishwasher, switch on the television set to your favorite program, and quietly play *Goodnight, Sweetheart* while putting the cat out at bedtime.

It is very probable that your family doctor will keep on file a reel of tape with your name on it, on which he will store an album of the physiological sounds you make, as long as you live. He will record your prenatal sounds. He will take down your respiratory sounds, and your heart sounds. If he hears something to check, he will mail your tape to a metropolitan clinic for analysis.

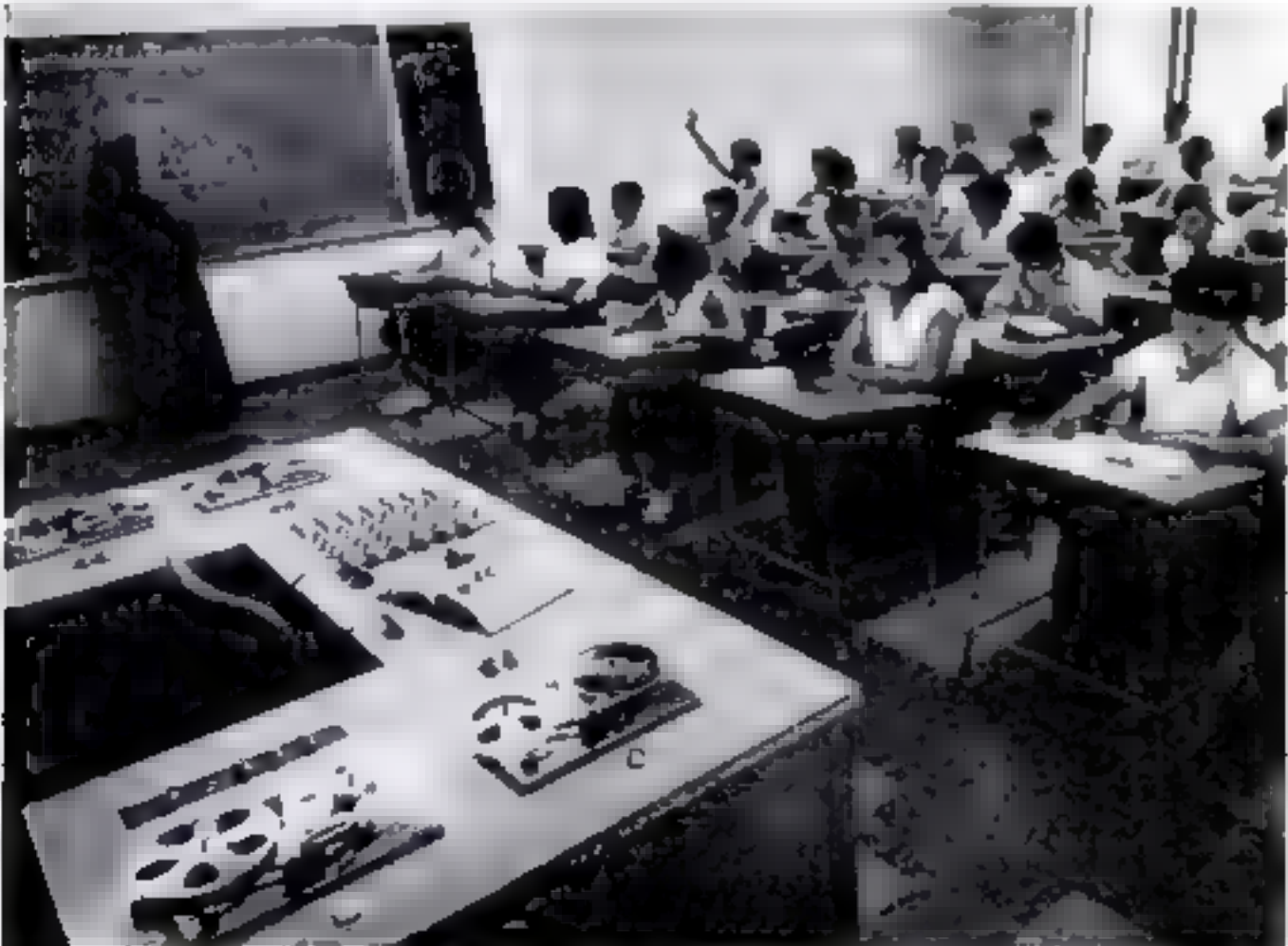
Tape libraries such as these will be invaluable assets in medical schools, where they will enable students to familiarize themselves, for example, with a wide range of "live" heart sounds. Another use of tape could be the recording, by VTR, of operations as actually performed by leading surgeons. These tapes would remain as permanent demonstrations to medical students everywhere.

Research also is making possible the general recording of brain wave patterns and it is in this experimentation that tape has performed its strangest, most thought-provoking trick.

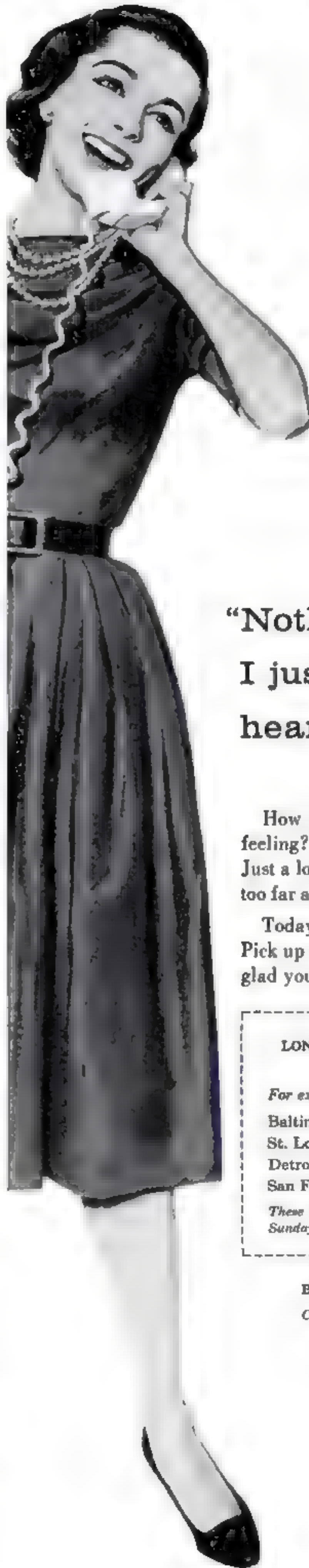
In a West Coast laboratory electrodes were imbedded on the brain of an ape. The ape was then prodded into waving his arms, and the nerve impulses from the brain to the arm muscles were recorded on tape. Later, when researchers replaced the electrodes and played the tape back into his brain, the ape waved his arms, just as he had before.

"What do you make of this?" they were asked.

They did not want to say. But one researcher shook his head uncertainly and said, "Science fiction stuff."



TEACHING BY TAPE. St. Scholastica Academy in Covington, La., has classrooms equipped with recorders which leave teacher free to give personal instruction to part of class while other students listen to recorded lectures.



Out-of-town family
and friends are
as near right now as
your telephone

"Nothing special...
I just wanted to
hear your voice"

How many times have you had that feeling? No special reason for calling. Just a longing to talk with someone who's too far away to visit as often as you'd like.

Today—tonight, give in to that feeling. Pick up the telephone and call. You'll be glad you did. And so will they.

LONG DISTANCE RATES ARE LOW

Station-to-Station Calls

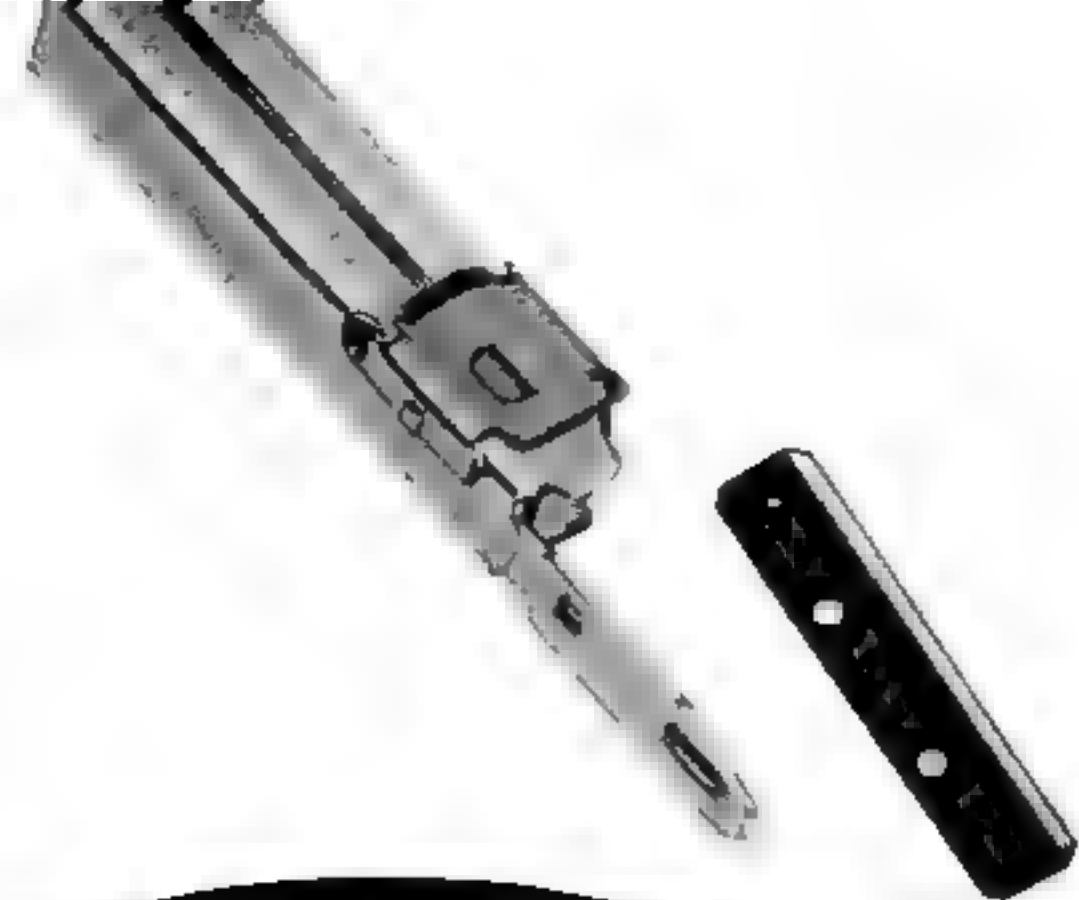
For example:	First 3 Minutes	Each Added Minute
Baltimore to Norfolk	55¢	15¢
St. Louis to Memphis	65¢	20¢
Detroit to New York	95¢	25¢
San Francisco to Phoenix	\$1.10	30¢

These rates apply nights after 6 and all day Sunday. Add the 10% federal excise tax.

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Call by Number. It's Twice as Fast.





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Eversharp-Schick Injector Razor

***The most functionally
perfect shaving instru-
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so precisely engineered
it's guaranteed for life!****

Now, a razor that embodies every modern principle of shaving comfort. The only razor that lets you enjoy the ease of light-touch shaving...no matter how tough your beard. You shave close and clean, but you shave your

whiskers *not* your face. Compare these advanced shaving features with the razor you're now using: **1.** Safe, automatic blade changing. Your fingers never touch the blade. **2.** Blades automatically lock in precise cutting position. Nothing to turn, twist or adjust. **3.** Scientifically measured blade angle. Skims whiskers closer, cleaner. **4.** Horizontal, whisker-grip guide bar. Pops-up stubble even in tough-to-get-at spots. **5.** Super-rigid shaving



head. Formed to fit the contour of your face. 6. Grooved handle won't slip when moist. 7. Your choice of two handsome models. The new Long Handle or the new Classic Handle. *We guarantee that if your Eversharp-Schick Injector Razor ever fails to function satisfactorily, as long as you live, we will repair or replace it with a new razor, without charge. Just send it to: Eversharp, Inc., 929 Connecticut Avenue, Bridgeport, Conn.

\$1.19

Complete kit with razor, 12 blades, travel case... just

SPECIAL OFFER!
Buy it! Try it!
Then, get 40 blades
FREE
or your money back.
The kit's yours
either way. Complete
details in each kit.

the friendly
"Pepper-Upper"



America's distinctive
soft drink

Dr Pepper gets a rousing welcome at any picnic or outing. That cool, cool distinctive goodness peps you up with a friendly lift. Pick a pack of Dr Pepper. Serve it frosty-cold. It's the friendly "Pepper-Upper" that never lets you down!

Dr Pepper

.....frosty, man, frosty!



SHELTERED CHALLENGER Pete Rademacher reads paper with discouraging comment on his coming fight clipped

out. He laughs at friends' efforts to save his morale. "They even cut out Joe Palooka from the comic page," he says.

BELITTLED BID FOR BIG TITLE

Amateur gets chance at champ

The most scorned figure in sport today is a boxer named Pete Rademacher who is calmly preparing to challenge Floyd Patterson for the heavyweight championship in Seattle on Aug. 22. Fight fans scoff at his chances. The National Boxing Association has condemned the match. Sports writers take such delight in ridiculing it that Rademacher's overprotective trainer censors the papers at his training camp.

Rademacher is a perfectly healthy, lucid man of 28. He has won 72 fights. But all have been of three rounds or less, for Rademacher has never fought as a professional. A 1956 Olympic champ, amateur Rademacher has done an amazingly professional job of promoting himself into a title bout. Determined that his first pro fight would be for the championship, he sold his bold plan to sponsors, mainly Youth Unlimited, Inc., whose promotions include a BB gun for marksmen. They lured Patterson with a \$250,000 guarantee. This refreshingly direct approach has startled the boxing world. Of his detractors Rademacher says, "They accuse me of amateur thinking. That means nothing."



BALDING WORKER, Rademacher shadowboxes wearing 1956 Olympic robe. He knocked out Russian heavyweight in Olympics.

Landmark for Hungry Americans



From happy experience millions of Americans know they will find a wide range of prices and courteous, friendly service under the familiar orange roofs. Howard Johnson's restaurants—featuring full-course meals, salads, sandwiches and tempting desserts—can be found on important highways. Today there are almost 600 and we're still growing.

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28 flavors of pure, rich ice cream

LOCATIONS FOR HOWARD JOHNSON'S restaurants and motor lodges are desired on main highways and in shopping centers.

Write Howard D. Johnson Co., 89 Beale St., Wollaston, Mass.

Pabst



PHOTOGRAPH BY RICHARD AVEEDON

America's oldest and most experienced national brewer • established 1844

makes it perfect!



Pabst Blue Ribbon Beer • Old Tankard Ale • Andeker Draught Supreme

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No Man Is Ever a Stranger...



... to those who behold him as he sits at the wheel of a Cadillac car. For wherever it goes, the "car of cars" tells a wonderful and revealing story about its proud and happy owner. Its great beauty and elegance, for instance, leave no doubt as to his personal judgment. Its renowned safety and its luxurious Fleetwood coachcrafting reveal his concern for those who travel as his passengers. And its extraordinary economy of ownership and operation tells you all that is

necessary about his practical wisdom. In fact, a Cadillac tells you so many things about its owner that you almost feel you know him even before he alights at the curbside. If you are still a "stranger" to these many Cadillac virtues, we urge you to visit your dealer soon and take the wheel for yourself. He'll be happy to show you why this is the "golden moment" to make the move from a standpoint of both economy and delivery. Why not stop in tomorrow?

CADILLAC MOTOR CAR DIVISION • GENERAL MOTORS CORPORATION





DULLES AND BRIEFCASE AT THE WHITE HOUSE

A LOVE SONG TO MR. DULLES

Nobody is ever surprised when a nightclub singer wails about her unrequited loves. But a few weeks ago the customers at New York's Blue Angel were startled and then convulsed when Singer Carol Burnett moaned she was "on fire with desire for John Foster Dulles."

Her comic song, called *I Made a Fool of Myself Over John Foster Dulles*, was written by Ken Welch especially for Carol, who is a newcomer to nightclubs. It tells how she got a crush on the Secretary of State.

The first time I saw him -
'Twas at the UN,
I never had been one
To swoon over men -
But I swooned,
And the drums
Started pounding, and then -
I made a fool of myself -
Over John Foster Dulles.

Unable to control her passion, she pursues him to an airport:

I pushed through the crowd
'Til we stood face to face.
I grabbed for his sleeve,
But I got his briefcase!
At least it was something
Belonging to John Foster Dulles!

Then she tells how the FBI nabbed her and locked her up in jail for seven years for being a spy.

Last week when Carol introduced the song on Jack Paar's *Tonight* (NBC-TV), over 50 calls came to the studio from people who resented the satire as a slap at Dulles. Only one congratulatory message came. It was from an aide to Dulles, who said the Secretary of State had heard about the song, was "very amused and laughed heartily," and please could he have a recording of it to enjoy at his leisure.



WITH BRIEFCASE she claims to have swiped from him, Carol Burnett sings of her thwarted passion for the Secretary of State.

ADVENTURES of COL and GATE

I HARDLY KNEW YOU, WITH
THAT DOG-BONED BEARD!

I'D SHAVE, EXCEPTIN'
I'VE GROWN AFEARED!



I PUT ON THE LATHER,
THEN I SCRAPE AND CUSS-
'CAUSE THE SKIN ON MY CHIN
CAN'T STAND THE FUSS!



BUT COLGATE INSTANT
WILL NEVER MISS!
YOU'LL HAVE THE SKIN
SHE LOVES TO KISS!



COLGATE

INSTANT

SHAVE

NOW ONLY

69¢







DU PONT DYNAMITE IN BIG 1863 BLAST HELPED CLEAR NEW YORK HARBOR

The du Ponts of Wilmington

A GREAT FAMILY'S TRADITION HAS BUILT
WORLD'S GREATEST CHEMICAL COMPANY

In 1801 President Thomas Jefferson received a 30-year-old French political refugee, Eleuthère Irénée du Pont de Nemours at the White House. Jefferson had first met the du Pont family during his years as a diplomat in France and knew that Irénée had learned from the great chemist Lavoisier how to make gunpowder. Anxious to promote U.S. industry, Jefferson encouraged Irénée's plan to start a powder mill. In 1802, with a partly borrowed capital of \$36,000, Irénée built his mill on Brandywine Creek just outside Wilmington, Del.

By 1805 American warships fighting pirates off Algiers were using Du Pont powder, and in the War of 1812 Irénée expanded to meet government orders. When he

died in 1834, he was still in debt because of his mills' steady expansion, but his company had 150 employees and an annual sale of \$200,000 for its only product.

The du Pont family (see cover) is still in Wilmington and its traditions developed through 155 years still dominate E. I. du Pont de Nemours & Co. DuPonts have sparked its growth into the world's greatest chemical firm, with 90,000 employees, 1,200 basic products and annual sales of \$2 billion. And the du Pont family still observes the dictum Irénée got from his father in 1784: "No privilege exists that is not inseparably bound to a duty. . . . May each generation of your descendants strive unceasingly to make the next generation better than his own."

Photographed for LIFE by CORNELL CAPA



POWDER MILLS on Brandywine near Wilmington, shown in 1851, produced heavily for Crimean War. Until 1915 almost all Du Pont output was in explosives.



COMPANY FOUNDER and first head (1802-34), Eleuthère Irénée (left) sits in White House room as President Jefferson (right) advises him to start powder mill. In center of painting are Paul Revere and Secretary of War Henry Dearborn.



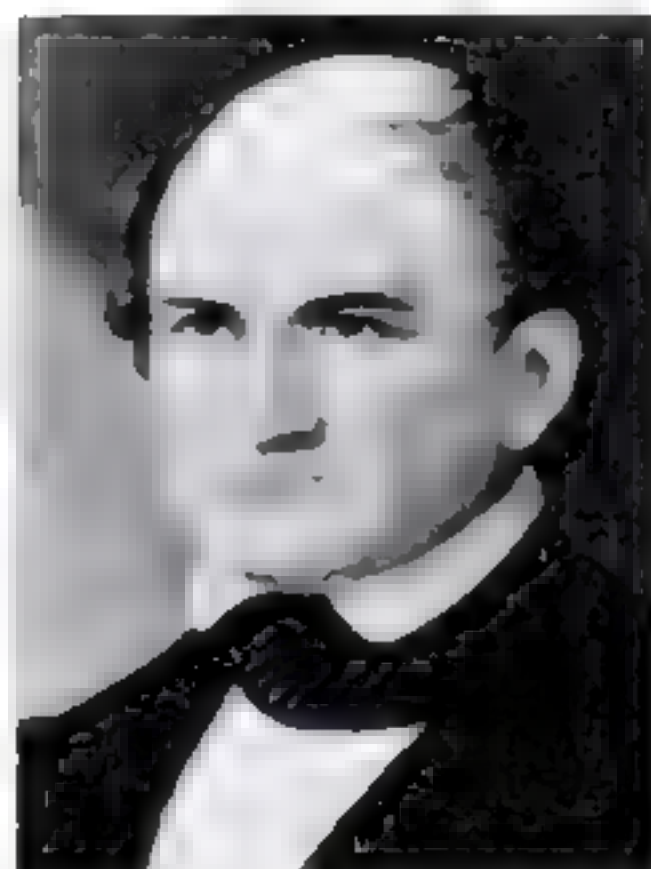
KEY FIGURES are Lamont (left) and Alfred. Lamont, killed in an explosion, pioneered company's industrial research. Three of his sons (Pierre, Irénée, Lamont) became presidents. Alfred led the 1902 struggle to keep the firm in the family.



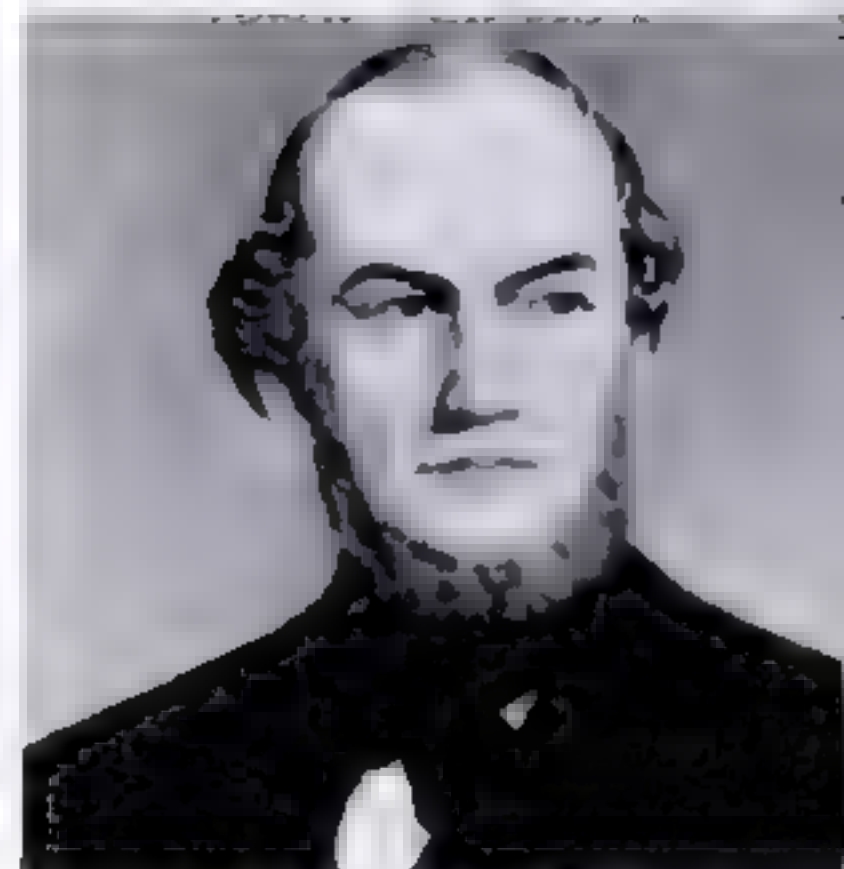
NEW DYNASTY may be started by brothers Edmond (standing, left) and Rhett, heads of Francis I. du Pont & Co., a brokerage house founded by their father. Several younger du Ponts have joined the firm, now one of the largest in the U.S.

COMPANY DIRECTORS (also shown page 100) in Wilmington board room include three presidents: Irénée du Pont (1919-26); Walter Carpenter Jr. (1940-48); Crawford Greenewalt (1948 to present). Eight family men on board starting fourth from left, are Henry B. du Pont, Lamont du Pont Copeland, Pierre du Pont III, Hugh R. Sharp Jr., Henry F. du Pont, Eugene E. du Pont, Emile F. du Pont, William du Pont Jr. Tenth family director, Bernard Peyton, was absent.

DU PONTS CONTINUED



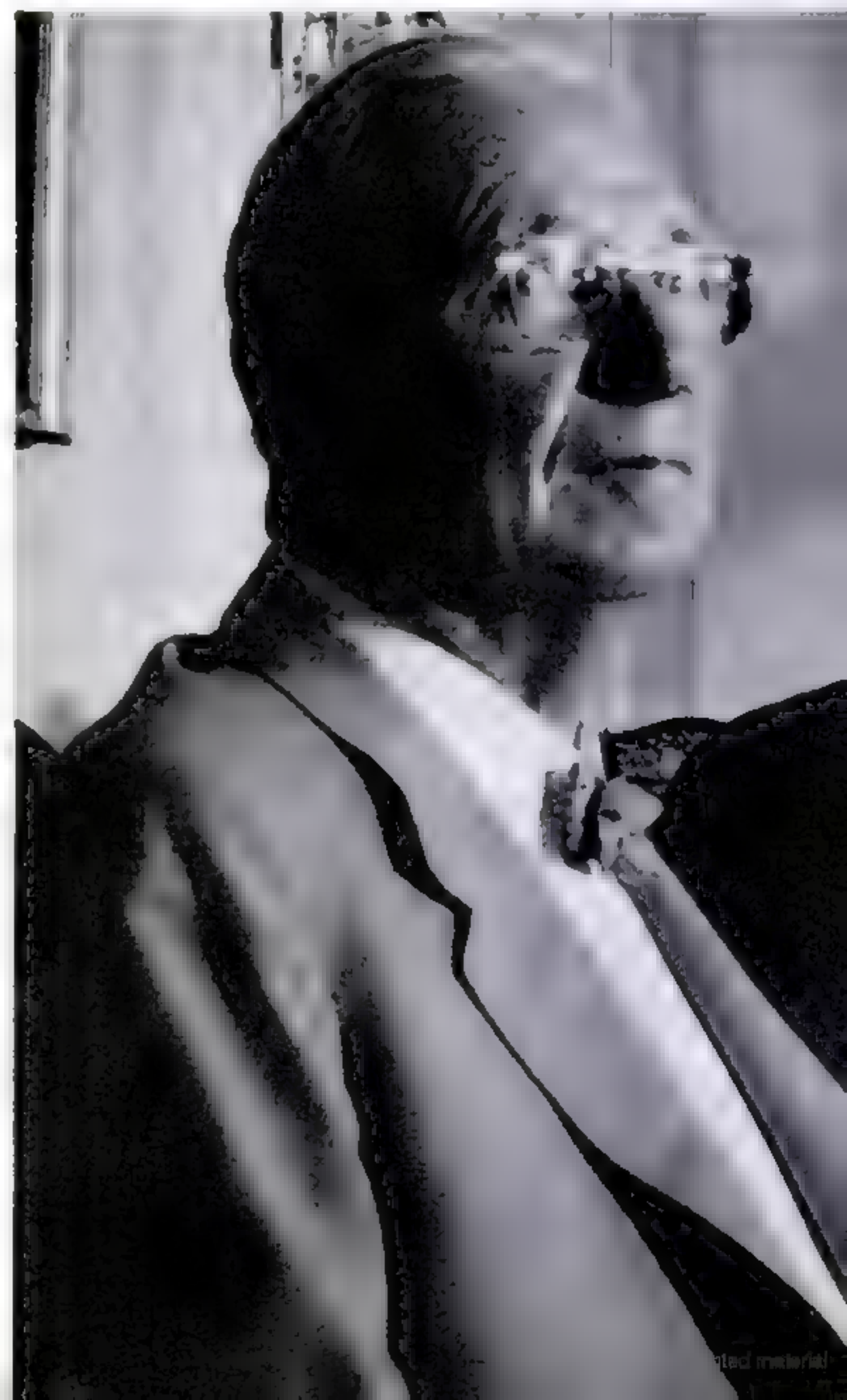
ALFRED VICTOR, son of founder and second Du Pont head (1837-50), upped powder output in Mexican War.



HENRY, founder's second son, was West Pointer, Civil War general, and company's third president (1850-89).

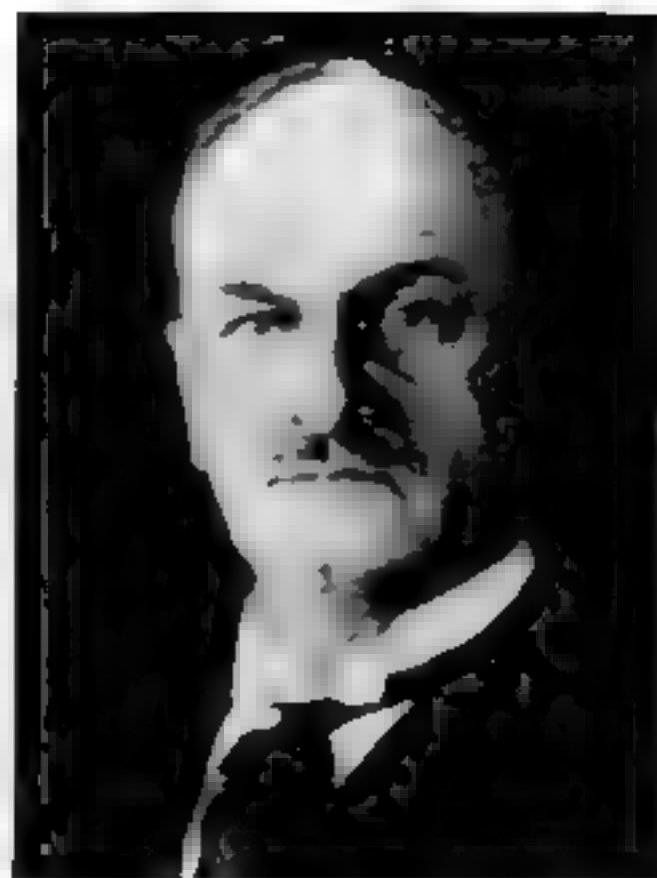
Successive generations

The du Pont family and its company have had an enormous impact on modern American life. Almost every American uses some Du Pont products: nylon, Dacron, rayon, Orlon, cellophane, car finishes, insecticides, fertilizers, refrigerants, plastics, antifreeze, synthetic rubber, paints, varnishes, film, dyes. Until Eugene du Pont died in 1902, it was a family business. But no single du Pont was ready to take over from Eugene, and the directors decided to sell out. Then Alfred I. du Pont organized a family





EUGENE, fourth president (1889-1902), was founder's grandson and last powder maker to head the firm.



COLEMAN, great-grandson of the founder and fifth president (1902-15), bought up many other companies.



PIERRE SAMUEL, another great-grandson, was sixth president (1915-19), expanded Du Pont, headed GM.



LAMMOT was the eighth president (1926-40). Seventh, ninth and 10th presidents are in the picture below.

have kept the company under family's control

group who matched the outside bid and kept the company in family hands.

The long tradition of individual du Pont leadership shown on these two pages has been most impressive in the last 40 years. Du Pont's amazing diversification really began with its rapid growth and big profits in World War I. Its pioneer work in industrial research, led by the du Ponts themselves—many of whom have been skilled scientists—provided the company a solid base for expansion. And the family, whose members

still own nearly 40% of the stock, has kept Du Pont driving ahead.

In turn, the company's very size and success have made it a leading antitrust target. The U.S. Supreme Court lately held that Du Pont's \$2.7 billion, 23% ownership of GM, acquired during and after 1918, violates the antitrust laws. Paradoxically, while some U.S. government agencies are trying to break up Du Pont, others have drafted it for a major role in atomic energy, including raw materials used for the hydrogen bomb.



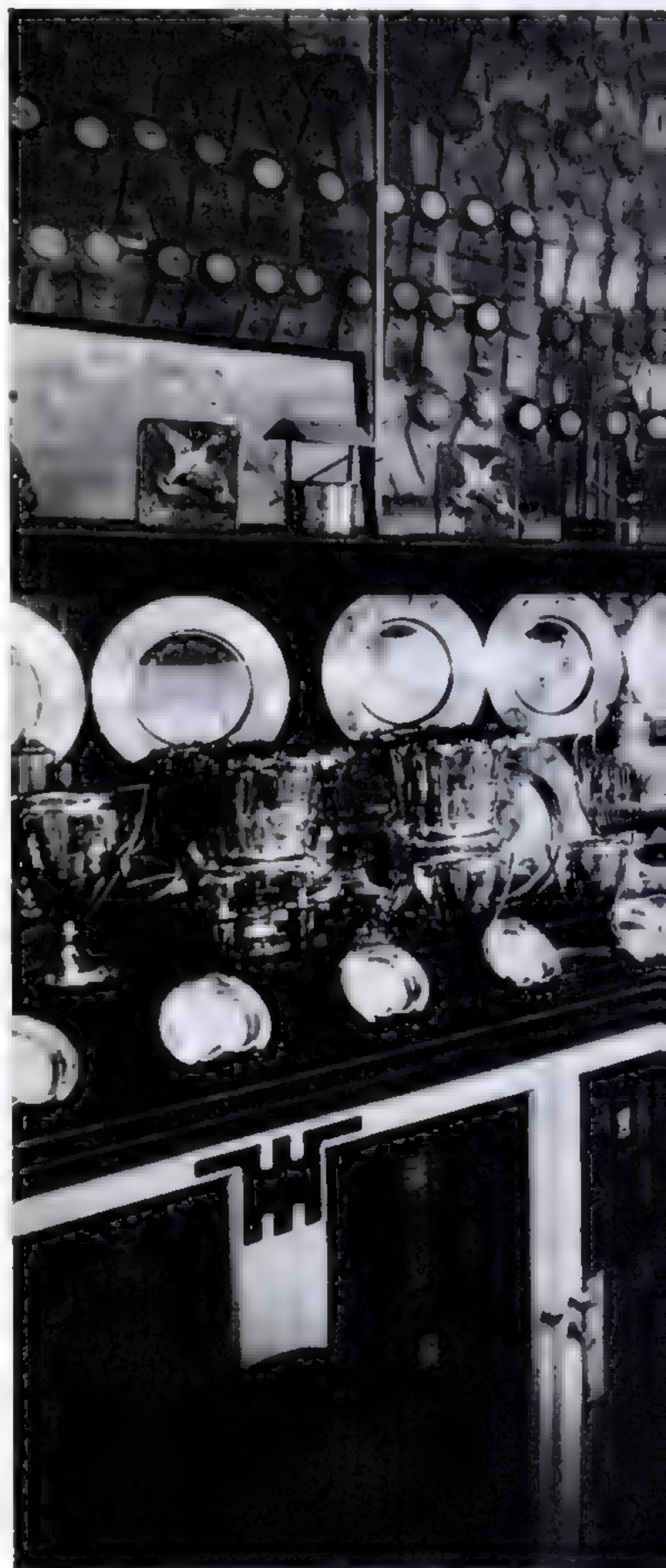


HIGHWAY EXPERT Engineer Francis Victor du Pont stands on \$46 million 1 1/2-mile-long Delaware Memorial Bridge, world's sixth longest suspension span. He not only promoted plan for bridge, but also led its engineering and financing.



DU PONT'S CONTINUED

Their enthusiasms run



FLOWER EXPERT Henry Francis du Pont, shown here among his rose gardens, is one of the best U. S. horticulturists. In 1931 he endowed the Delaware Winterthur as a notable public museum of American decorative arts.

from bridges and flowers to horses and banks



HORSE EXPERT and bank president William du Pont Jr., breeder of many champions and the architect who designed more than 25 steeplechase and flat racing tracks, here stands in the trophy room of Bellevue, his mansion near

Wilmington. Ribbons and cups on display were awards for horse shows, racing and fox hounds. In order to have ample time with his horses before reaching his Delaware Trust Co. desk at 9, William du Pont gets up at 4:30 in the morning.



DEBUTANTE Jane ("Dedo") du Pont, 18, daughter of Pierre III, greets two guests at her June 22 coming out. Her mother's portrait hangs behind her.



FLOODLIT TENT for the debut of Dedo was set up in the garden of Pierre III's Rockland, Del. residence. The party was attended by 1,000 guests, who

were served supper at 1 a.m. and then danced on until dawn to the music of Meyer Davis' orchestra. Statue in center, between poles of tent, was one of





four representing the seasons. At the center of tent is a revolving crystal ball. Mirrors lined the walls and lights outside softly illuminated the gardens.



YACHTSMAN Pierre III, father of Dedo and secretary of the Du Pont firm, stands at the wheel of his 61-foot racing schooner *Barbuto* off New York.



ART COLLECTOR Lamont du Pont Copeland, chairman of company's finance committee, stands before a painting by Charles Baskerville in his office.

Lofty fountains, lovely debuts adorn family estates

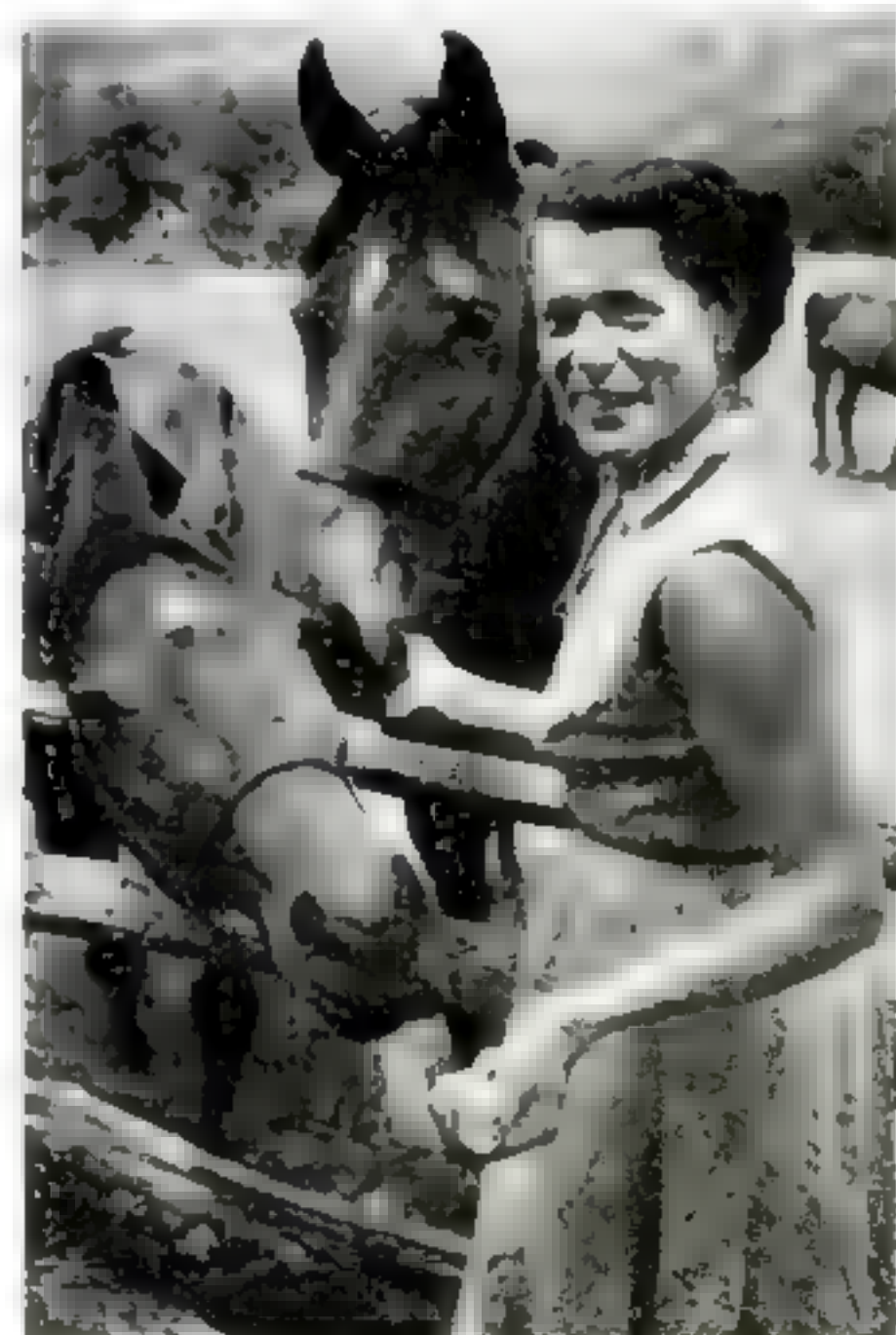
Descendants of the du Pont founder Irénée and his brother Victor now number 1,200 and increase at more than 30 a year. More than 300, including most of the key family members, live in or near Wilmington. The rest are scattered through the U.S. and abroad. In Wilmington especially they maintain their traditions, such as that of men in the family carrying gifts on New Year's Day to all du Pont ladies—from the crib up.

Wealth has not diminished the du Ponts'

belief in work and service. The late Pierre II devoted \$60 million to his estate, Longwood (left), and then turned the gardens into a free public show place that draws 400,000 visitors a year. Du Pont charities are many. The present secretary of the company, Pierre III (above), is a noted racing yachtsman, and last June he was able to give his daughter a splendid debut. But he unfailingly spends long hours at his desk. "I don't have to work," he says. "I work because I think I can help the company."



ARCHITECTS Victorine du Pont and husband Samuel Homsey, who designed U.S. embassy buildings for Iran, work on plans for Longwood (left).



FOX HUNTER Mrs. Henry B. du Pont, co-master of hounds of Vicmead Hunt Club, feeds her horses sugar. Her husband is a company vice president.



IRÉNÉE DU PONT, 80, BENDS TO PAT AN IGUANA ON HIS CUBAN ESTATE WHERE MANY OF THESE LIZARDS WANDER. HE FEEDS THEM PAPAYA FROM JAR HE HOLDS

The patriarch lives happily in his Cuban Xanadu

The du Ponts maintain the tradition of a family head whose direction is sought and respected. The present patriarch is 80-year-old Irénée du Pont. As company president he initiated the system of loose-jointed but interlocking collective management which has triumphantly met the problems posed by Du Pont's huge growth. Irénée himself calls his chief contribution to the company "optimism, when it was needed."

The same optimism produced his Cuban home, Xanadu. The site he chose in northwest Cuba was a jungle-covered sand bar with no fresh water, roads or electricity. Thanks to his development the region is now

a thriving resort area. Irénée spends four months a year there and has made a wildlife sanctuary with native animals that Cubans themselves seldom see. At Xanadu he gathers family and friends. Last month he was visited by two of his sons-in-law, Crawford Greenwalt, president of Du Pont, and Colgate Darden, president of the University of Virginia.

Both in Cuba and Wilmington, Irénée keeps close to company affairs and his philanthropies. One of the latter is cancer research, to which he has given \$250,000 a year since 1935. "It costs more than a yacht," he says, "but I have more fun out of it. And I might hit the jackpot."



RAMBLING NANADE has 20 rooms. Spanish tile roofs. Italian marble floors. Cuban mahogany woodwork. On a 150-acre estate, it is shielded from

the sea by rock walls and has withstood three hurricanes. Porches run length of house, fronting the sea. The grounds include a nine-hole golf course.



VISITING IN-LAWS Colgate Darden and Crawford Greenewalt, married to Irénée's daughters Constance and Margaretta, discuss education on porch.



IRÉNÉE SWIMS (snorkel) twice daily at Nanade, wearing prescription lens goggles so he can see the details of underwater life. Bound him is a rock.

IRÉNÉE DINES with (from left) Volard, Mocho, his daughters Margaretta and Constance, and Luis Machado. Butler Carlos lights Irénée's cigar.



ENGINEER F. George du Pont, 44, works at the Remington Arms Co. plant in Bridgeport, Conn. Remington is a firm controlled by Du Pont. Here he operates a laboratory firing range for the study of exterior ballistic phenomena at the muzzle

of a new shotgun. The circular light at right is part of an ultra high-speed camera which can take movies at a speed equivalent to 100,000 pictures per second. George du Pont headed the research team that developed this mechanism.

Members in firm hoe a progressive row

Relatively few of the younger du Ponts now enter the family firm. Only two of the nine vice presidents are still du Ponts. The road upward is not easy, especially for one of the family. Du Ponts do not automatically get top positions but must start far down the line. Competition is rugged and in so huge a firm it is hard for them to make a spectacular showing. They must accept frequent transfers, often having to move their families several times before being assigned to Wilmington headquarters. Irénée Jr. (*opposite page*), a 37-year-old M.I.T. graduate and only son of the family patriarch, worked in four plants in three other states before he came to Wilmington as a product technologist for Teflon, a Du Pont industrial plastic.

Those younger du Ponts who have chosen to enter the company are scattered from Connecticut to California as salesmen, plant foremen, researchers and engineers. Many of them are showing the qualities which have kept their family so notable for so long. One of these is 25-year-old Henry B. du Pont III (*right*). Asked last week whether he eventually hopes to be president of Du Pont, he said, "The farther I go the better."



PRODUCTION FOREMAN Henry B. du Pont III, 25 (*left*), whose father is in picture at left below, checks the work of Mario Forte, a tube-winding operator at Bridgeport plant of Remington Arms Co. Machine makes part of a shotgun shell.



VICE PRESIDENT of the parent company, Henry B. du Pont, 59 (*right*), discusses new piece of equipment for electronics work with Victor Hanson, director of Du Pont's radiation physics laboratory at its Wilmington research center.



DIRECTOR of employee relations, Emile F. du Pont, 59, who is also a member of the company's finance committee, congratulates Mel Roberts of the Seaford, Del. nylon plant on its 25 safety awards, a record number for a Du Pont unit.



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Enjoy the fun of delicious pizza, anytime, with this complete pizza set. Consists of giant 12" x 18" pizza tray, 2 colorful pot holders, and a gaily decorated asbestos cushioned stove mat, with illustrated step-by-step pizza recipe.

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CLOSE UP



SURROUNDED by the plush trappings of a full life, Designer Coco Chanel at 74 lies in accustomed sprawl on the suede divan of her apartment over her fashion house on Rue Cambon.

"I love luxury. And luxury lies not in richness and ornateness but in the absence of vulgarity. Vulgarity is the ugliest word in our language. I stay in the game to fight it."

'Just a simple little dressmaker'

ALL through the '20s and the '30s astute Gabrielle ("Coco") Chanel was an acknowledged arbiter of that world of fashion influence known as the Paris *haute couture*. She was generally credited with either inventing or popularizing the short skirt, the flat chest, the sling pump, turtle necks, simple hats and fake pearls. Before Chanel, wool jersey was worn only as underwear. When she went into the perfume business, her Chanel No. 5 became the most famous of all perfumes. But Coco always disclaimed her importance. She was, she said, "just a simple dressmaker."

Then in 1938, a rich woman with 3,000 employees and three perfumeries, Chanel quit *couture*. In 1954, at 71, she gambled on a comeback in a business where comebacks are rare. Hers was so sensationally successful that next month Chanel will come to Dallas to receive the Neiman-Marcus award as the most significant fashion influence of the 20th Century.

Gabrielle Chanel, born in the closefisted region of Auvergne and orphaned at 7, ran away from her aunt's home early and wound up running a hat shop in swank Deauville. There she freed her customers

CONTINUED

In her 30-million-franc (\$85,000) necklace and two-year-old suit, Chanel talks of amazing comeback.

"Why did I return? One night at dinner Christian Dior said a woman could never be a great couturier."



CHANEL CONTINUED

from the weighty doodads that they wore as hats. ("How can the brain function inside those things!") Successful, she moved to Paris in 1919 and set about freeing women from their bones and girdles. "Fashion," said Coco, "is like a revolution—it only enters our lives after it has gone down into the streets." Her revolution, the *genre pauvre* or "poor look," made it no longer stylish to look rich, but rather simple, comfortable and elegant. Coco's idea of the *genre pauvre*, said one cynic, "was a terribly simple little jersey drenched in diamonds."

Every idea Chanel had seemed to catch on. Accidentally burning

part of her long hair at a gas heater one evening in the '20s, she chopped off the rest and went to the theater. Next day every fashionable Parisienne rushed to get her hair bobbed. Her fake pearls ("I started them because people always stared at real ones—and an elegant woman should pass unnoticed") were hugely profitable.

As they were decades ago, Chanel's easy, youthful clothes are today a major influence on the collections of even her most frilly competitors in Paris. Of her incredible comeback Coco says off-handedly, "I've always fled from boredom." Of her coming trip to Dallas she wails, "Oh, why did I say I'd go! I have nothing to wear!"



A GAY Chanel drinks with her bemocked mannequins at traditional champagne party held after first showing of new fall and winter collection.

"I can only work with people who love me and these people do. I tell them, 'Have dignity. This is a profession. Step out and look them in the eye.'"



WEARING classic jacket made for Dallas trip, Chanel (left) swings arms to show freedom of movement her clothes afford. Above, she pokes fun at too-fancy dresses of competitors by crouching to show what wearer must do to get out of a car. At right she spoofs too-buxom movie stars by showing how they would look in her clothes.

"Fashion is made to become unfashionable. I design my clothes always for tomorrow. Already I would throw out nearly everything in this collection."



The pages you see bordering this letter are from a "miniature magazine" that selected families across the country (who are not now subscribing to LIFE) will be receiving in the mail within the next three weeks.

We also describe the many extra features LIFE will be bringing you in the months ahead—the "Crime in the U. S." series, the "Frontiers of Tomorrow" series, the "Winning of the West" series, more "Great Adventures," LIFE's Christmas Issue, the special year-end double issue on "Americans Abroad," James Lewicki's "American Folklore" paintings, "The Russian Revolution," "Crisis in the Colleges" and Sir Winston Churchill's history of "The War Between the States."

You read about these "coming attractions" in LIFE last week; I know you are going to enjoy them, and I hope that many of the non-subscribing families who will be receiving LIFE's subscription invitation this Fall will decide that they want to share them with you!

Cordially,
Andrew Haskell
Andrew Haskell.

Andrew Hesketh

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of the **NEWS**

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magic of
catch

Stamps for Fair Young Ladies

THIRTY MINUTES

A LOOK
WORLD'S

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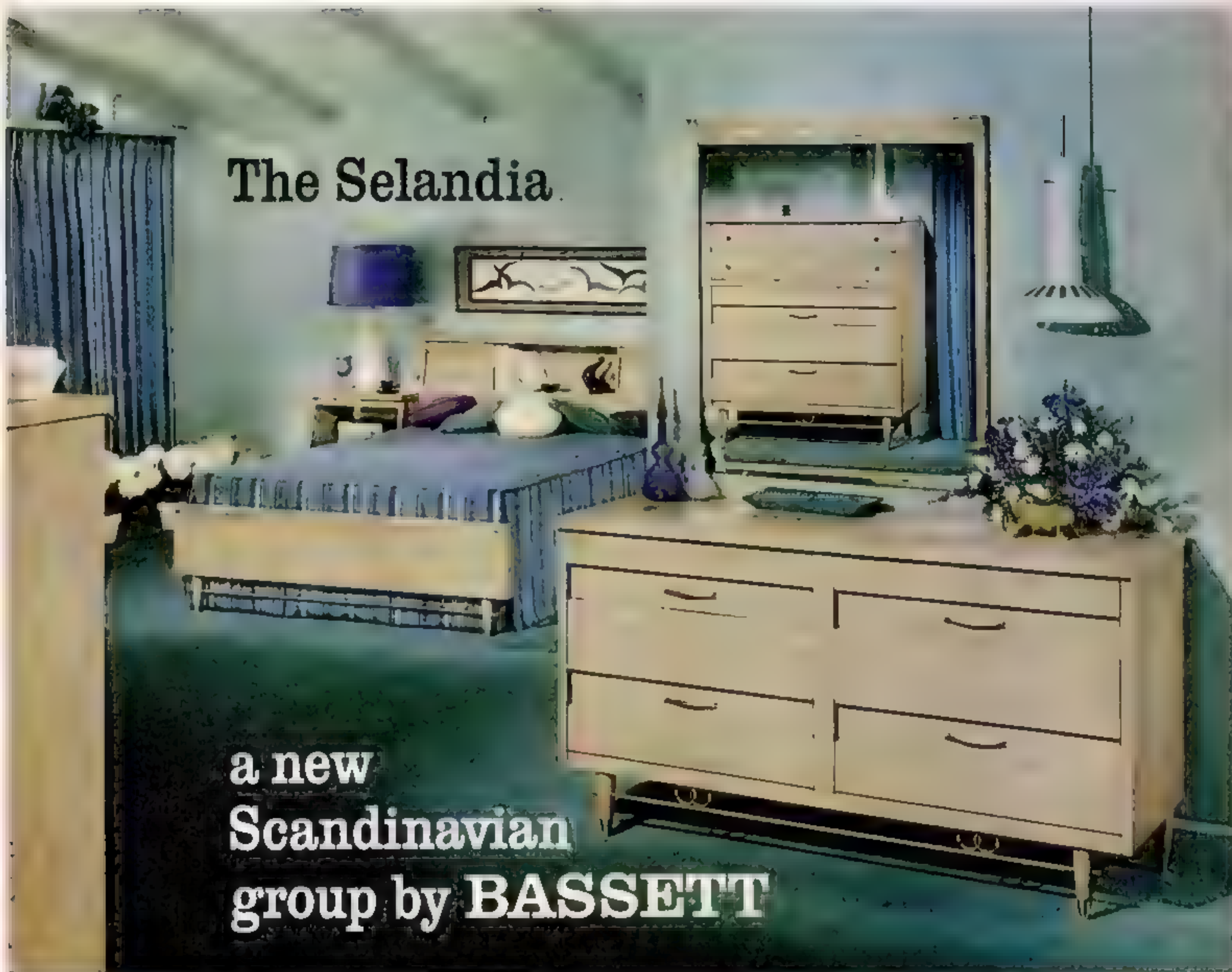
348 SHRINK A WORLD

LIFE is a survey
of the year in
SPORT

Age of Psychology
in U.S.

LIFE is an
outline of
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From LIFE's original prospectus



The Selandia

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IN the Selandia Group, you see lightness touched with elegance: a hallmark of good Scandinavian design.

Selandia's low price makes it the perfect furniture to start with. And no furniture will live so well through your changing moods in decoration. The design is simple, straight-forward. The finishes, a clear Champagne, or rich Walnut, are wonderfully adaptable. So the Selandia goes as well with soft pastels as it does with strong

colors and bold patterns. See Bassett's Selandia Group now, at fine furniture or department stores near you.

Above, Selandia bedroom pieces, showing the double dresser. And there's a triple dresser, a panel bed, and the handsome vanity group (left). Each piece stands cleanly off the floor on slender, tapered legs. The wood is fine-grained African mahogany, and the craftsmanship is what you'd expect of Bassett's fifty-four year tradition in the making of fine furniture.

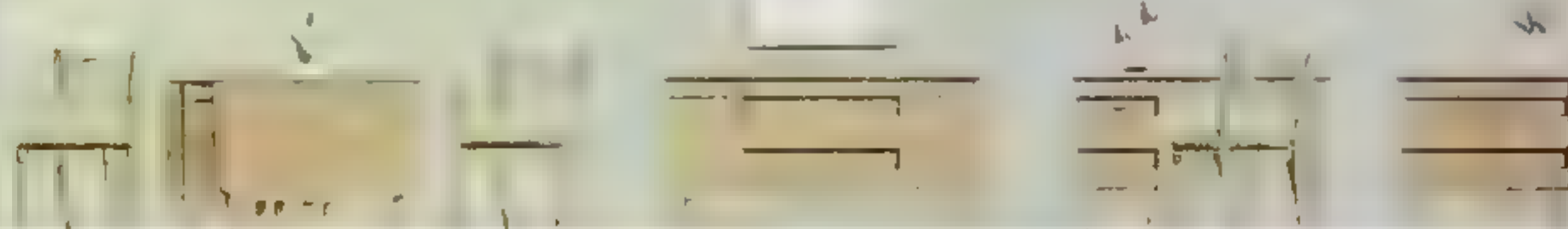
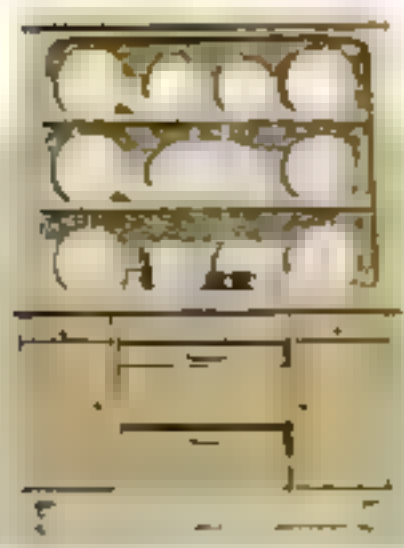
Drawer centers guided by steel rods for smooth, easy opening, dust-proof construction.

Lightly finished steel on drawers for smooth, easy in any climate.

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Look for the Bassett seal on each drawer for Bassett seal your guarantee of quality.

Over fifty Bassett Modern, Traditional, Provincial designs. Complete bedroom or dining suites priced from \$149 to \$399.



SELANDIA DINING PIECES. large china, clean-lined, graceful chairs, large buffet; drop-leaf table. Also lovely desk and a practical bachelor chest. Not shown: smaller china, dinette buffet, and 2 additional dining tables.

Bassett Furniture Industries, Bassett, Va.
World's Largest Manufacturer of Bedroom Furniture



AN AVID WALKER, Chanel takes a weekend stroll at Louveciennes with Suzy Parker, movie actress and top U.S. model.

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TAKE EX-LAX AT NIGHT and don't let constipation be a problem. Pleasant-tasting Ex-Lax acts gently, effectively—won't disturb sleep.



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SUPER MILEAGE LUG

RM EXCAVATOR

ROCK GRIP EXCAVATOR

ALL TRACTION



IN A NARROW ESCAPE FROM WEDLOCK, ROCK MANAGES TO GET OUT OF MARRYING RITA BY FEIGNING A FAINT IN THE OFFICE OF A JUSTICE OF THE PEACE

BELLY BOFFOS AND A BLONDE

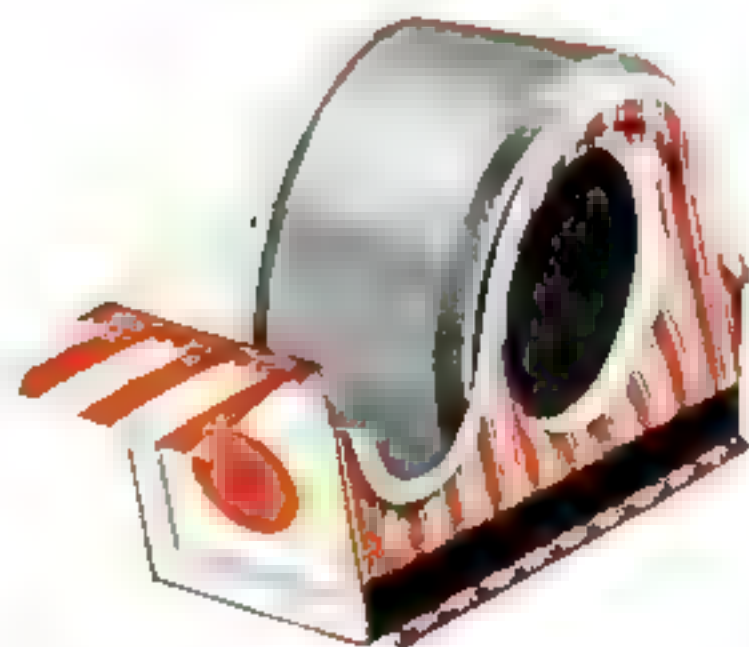
The full-blown belly-laugh, rare in theaters since they muffled the Min-skys and boarded up burlesque, is now being heard riotously in movie houses. Setting it roaring is 20th Century-Fox's *Will Success Spoil Rock Hunter?*, a story about today's slick world of advertising that bubbles out of the old American conviction that sex can be a howling farce. Jayne Mansfield is the heroine, Rita Marlowe, an actress of tremendous curves and reaches. Tony Randall, rapidly establishing himself as the finest new

comedian the movies have found in a couple of decades, is Rock Hunter, a simple, nerve-racked Madison Avenue agency man with large ideas.

Pratfalls abound. When Rock goes to see Rita the corn in his pockets pops. When she makes marital advances, he swoons. He finds out the hard way about one of the great morals of the burlesque stage—that little men should never aspire to big women. But in the end success—in the form of the traditional key to the executives' washroom—is Rock's.



**CELLOPHANE
TAPE**



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LIT BUT UNLIGHTED, Rock, fired by his agency, lies on a bathroom floor drunkenly trying to keep the three pipes in his mouth going. But they go out.



IN STEAMBATH SOBER-UP Rock learns that he has been rehired. His plan for kissable Rita Marlowe to endorse a lipstick was adopted by his agency.

CONTINUED

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**PUT
MUSCULAR
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AND PAINS
TO SLEEP
FAST**

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1. Print or write plainly your name, address and last line for the jingle, making it rhyme with the word "night." Use entry blank you get at your cosmetic counter or plain sheet of paper. Spray or sprinkle entry with Tweed Hair Spray, Tweed Shampoo, Tweed Bouquet or Tweed Bath Powder.
2. Mail entry to Tweed Contest, Box 8638, Chicago 77, Illinois. Enter as many times as you like. All entries must be original work of contestant and submitted in his or her actual name.
3. Entries must be postmarked before midnight October 31, 1957, and received by November 7, 1957. Only entries with sufficient postage will be qualified for prizes.
4. Entries will be judged on the basis of originality, uniqueness and aptness of thought by the

Lloyd Harrold Company, independent contest judges, whose decisions are final. Duplicate awards in cases of ties. Only one prize awarded to any one individual. No entries will be returned. All entries become the property of Lenthier, Inc. You accept the terms of this agreement when you enter.

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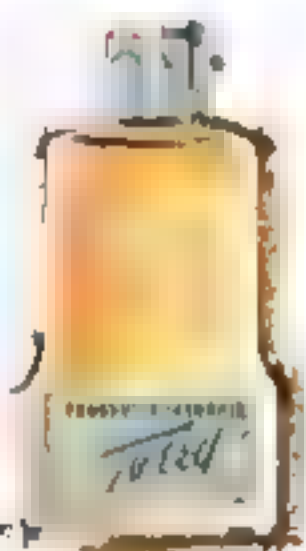
SABENA Belgian World Airlines

New York to the "Heart of Paris",
featuring an exclusive Brussels-to-Paris
helicopter flight! 15 exciting days
in Gay Paree! \$6000 Max Bogen
mink coat! \$500 in cash!
What a vacation for two!



419 OTHER EXCITING PRIZES

Tweed
HAIR SPRAY



BOUQUET



BATH POWDER



SHAMPOO



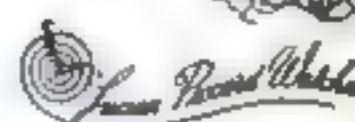
**Magnificent
Mink Coat by
Max Bogen Co.**

\$6000 luxurious and full,
elegantly styled in their
traditional manner.



3 PRIZES

\$3100 Beautiful Ca-
loric Youngstown
Carefree Gas Kitchens,
with built-in appliances
and cabinets.



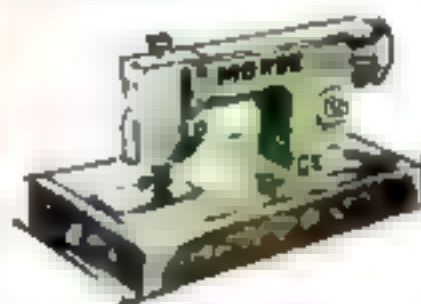
A fabulous \$3500 Lucien Picard
Platinum-Diamond Wrist Watch with
rare diamond crystal, 111 diamonds.

4 PRIZES \$400 Lucien Picard Watches.



18 PRIZES

\$379.95 Stromberg-
Carlson Pastoral Hi-
Fidelity AM-FM Radio
Phonographs—3 speak-
ers, automatic record
changer.



10 PRIZES

\$229 Morse Push-But-
ton Super Dial Sewing
Machines with magic
Fotostitch—the latest
in push button sewing
ease.



12 PRIZES

\$500 Fred Astaire
Dance Courses from
the world famous Fred
Astaire Dance Studios.



56 PRIZES

\$79.50 Viewlex Pro-
ject-o-matic Slide
Projectors automatically
insert, project and refill
slides; with case and
6 trays.



10 PRIZES

\$600 sets of 50 Reeves
Soundcraft "Plus Fifty"
Long Play Tapes in
beautiful Tape Chests
with Ekotape Recorder.



100 PRIZES

\$25 Volupte Metal
Carryalls silver plated,
hand engraved and
jeweled, each with a
taffeta carry bag.

200 PRIZES

\$25 Simulated Pearl
Necklaces.

Campus Casuals...styled to wear together



Shirts, \$5.95 up. Coat, \$ 9.95. Sweater, \$ 6.00.



Tailored to your
exact sleeve length

New Arrow "Miniature Madras" fabric adds a smart new flair to your fall wardrobe. This Dan River "Sanforized" cotton is tailored in the meticulous Arrow tradition... for fashion and comfort. It features the new University "Trimway" button-down collar. It's made to mix-and-match with companion Arrow crew-neck wool sweater and poplin car coat.

Car Coat, Poplin & Co., Inc.

ARROW — first in fashion
CASUAL WEAR



ABOARD RIVER BOAT REPLICA HONOR GUESTS JULIE HENSON (LEFT) AND MARIAN SHIPLEY DANCE UNDERNEATH BARE FEET OF COUPLE ON THE DECK ABOVE

A LARK ON A LAND-BOUND BOAT

The young guests who came to the party held in St. Louis to honor the two pretty debutantes above found that the setting matched their spirits (high) and the season (summer). The setting was a life-size replica of the oldtime stern-wheeler steamboat *Washington* which their hosts, Mr. and Mrs. Francis Mesker, have built right in their backyard along the Missouri River.

In place of a dance floor there were decks, in place of an orchestra

a Dixieland band. In place of party dress there were informal clothes and bathing suits and in place of shoes, bare feet. With this to spark a summertime mood, the guests tossed firecrackers, yanked the whistle on the hurricane deck. They feasted on a barbecue from the pit built into one of the boat's two smokestacks and took dips in a pool built so near the boat they could dive into it from the upper deck or throw their friends in from the lower deck.



DRY-LAND RIVER BOAT has two decks—pilot house and twin storks. Guests arrive from the river.

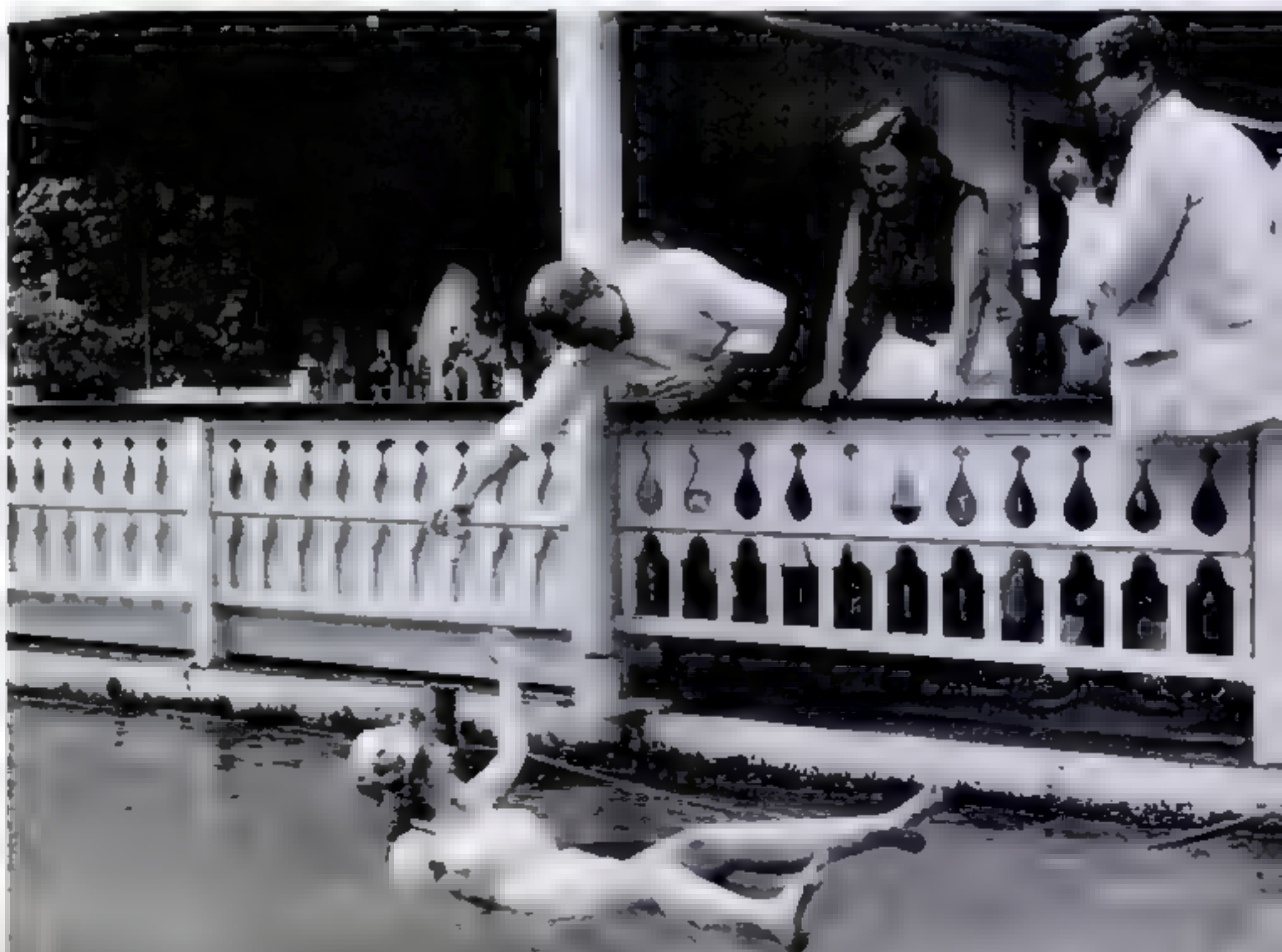


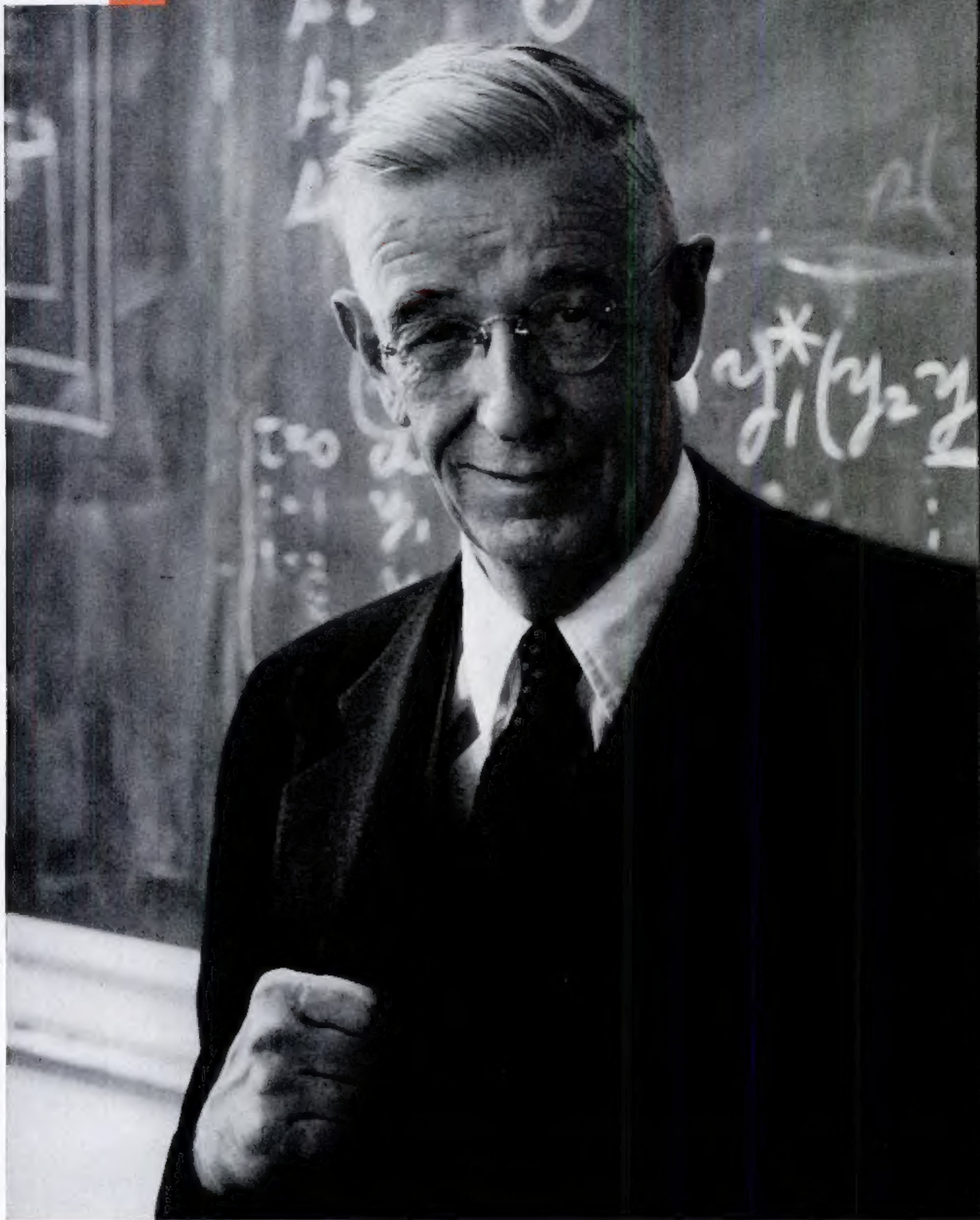
WATERY GAMES of "horsy" usually ended with partners instead of rivals being tossed into pool.



SCARING A GIRL. Edgar Stemmler brandishes a sledge hammer over Ruth Clifford in hammock.

DELIVERING A DRINK. Bill Stewart hands Julie Henson a cup as she floats on a rubber tyre.





CHERRY AMOLD NEWMAN

NEVER DULL... NEVER NEGLIGIBLE

I have found for many years that some of my most interesting associations and friendships have been with those with whom I have differed strenuously, initially and sometimes permanently, on all sorts of issues. Thus it is with LIFE. It sometimes prints things which I deplore. But it is never dull, and never negligible. And it sometimes prints series of articles which arouse my enthusiasm—on science, psychology, comparative religions and so on. It does so carefully, with due care for precision, in attractive form, and often with courage and vision. I believe these series are having a great and beneficial influence on our understanding of the world

in which we live, and of the strange people who inhabit it. But the article which made a convert of me was the moving tribute to Johnny von Neumann, a great mathematician, who served his country well, and recently died in action. Scientists everywhere knew and loved him. For LIFE to pay homage to such a man shows that we, in this country, appreciate real character and sound accomplishment for the public benefit, even when it is not dressed up in the trappings which are supposed to be necessary to attract popular attention. So I have come to enjoy LIFE, to welcome it, and to forget its irritations. May its pages never grow less.

VANNEVAR BUSH



THE HAIR OF THE DOG

Jicki, a 6-year-old French poodle, gets his hair cut once a month, in a modified version of the kennel clip. One night recently his master, William Callahan, a hotel executive who lives in Hastings-on-Hudson, N.Y., was sweeping up after he had given Jicki his trim on the patio. By chance he swept the clippings into a shape that vaguely resembled Jicki. Scarcely

a breath of air was stirring that night, so Callahan and his wife decided that they would perfect the portrait of their poodle. They fashioned a nearly perfect likeness of Jicki, using a button for the poodle's eye, and one of Mrs. Callahan's gold necklaces for his collar. Jicki sat by not batting an eye at what had been done with the hair of the dog.



COL. WILLIAM F. (BUFFALO BILL) CODY... AND OLD CROW

-were two great favorites at the Hoffman House, popular New York hostelry of the 1890's, where Old Crow was highly recommended.

OLD CROW

Kentucky Straight Bourbon Whiskey

When James Crow began to make his bourbon back in Kentucky in 1835, his neighbors were enthusiastic about it. Today, all America is enthusiastic about lighter, milder 86 Proof Old Crow. In fact, Old Crow is now America's preferred bourbon...the finest Kentucky bourbon ever put into glass!

**NOW IN A Milder
LOWER-PRICED 86 PROOF BOTTLING!**

Old Crow is now available in a milder
86 Proof bottling, today's highly popular companion
to the historic 100 Proof Bottled in Bond.

"The Greatest Name in Bourbon"



THE OLD CROW DISTILLERY COMPANY, FRANKFORT, KENTUCKY, DISTRIBUTED BY NATIONAL DISTILLERS PRODUCTS COMPANY.

A new idea in smoking...

Salem brings soft refreshment to rich tobacco taste



- menthol fresh
- rich tobacco taste
- most modern filter

Salem refreshes your taste

The babble of a brook and the look of flowers popping out of the ground — that's Spring! And the way Spring refreshes *you* — Salem refreshes your *taste*! The freshest taste in cigarettes flows through Salem's pure, white filter... rich tobacco taste with menthol-fresh comfort. Get Springtime freshness in every puff. Smoke Salem — smoke refreshed!

Take a puff... It's Springtime!



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